Welcome.

32

Contents

April 1990
Volume 2
Number 4

24

Features

Ted Turner on the State of the World 6

MSO interviewed Turner and asked him about his new project, Captain Planet, an animated cartoon where heros routinely solve environmental problems. About the 1990 Goodwill Games, a Turner cable-exclusive, to air this summer. And about his involvement in the Better World Society. Turner has real concerns about where the world is headed and what we can all do to preserve the precious planet Earth.

Adding Up the Ad Bureaus 24

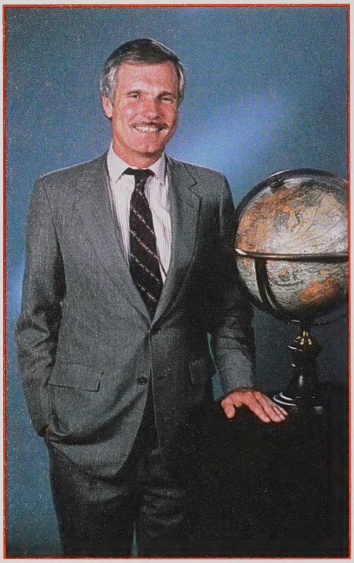
How does the Cabletelevision Advertising Bureau's competition fare? What do members get back for the money they pay in dues? Should you be asking for more help? Compare and make your own conclusions.

Frontline: New "Pays" in San Jose 32

Sneak a peak at a system that had serious problems with its pay structure. How do you lower prices, increase pays and still perform well financially?

Departments

Portfolio	36
CYA	45
Cable Cares	46
Specs	48
Local Spots	50
Hot Takes	54
Candid Cable	55
Done Deals	56
Politics	57
Outtakes	58



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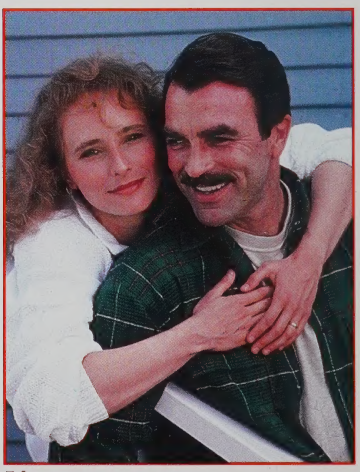

54

Cover

Ted Turner recently met with Soviet President Mikail Gorbachev in the USSR. Photo courtesy of Turner Broadcasting System Inc.

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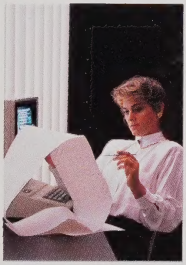

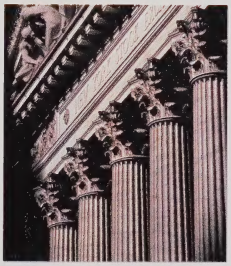

FNN
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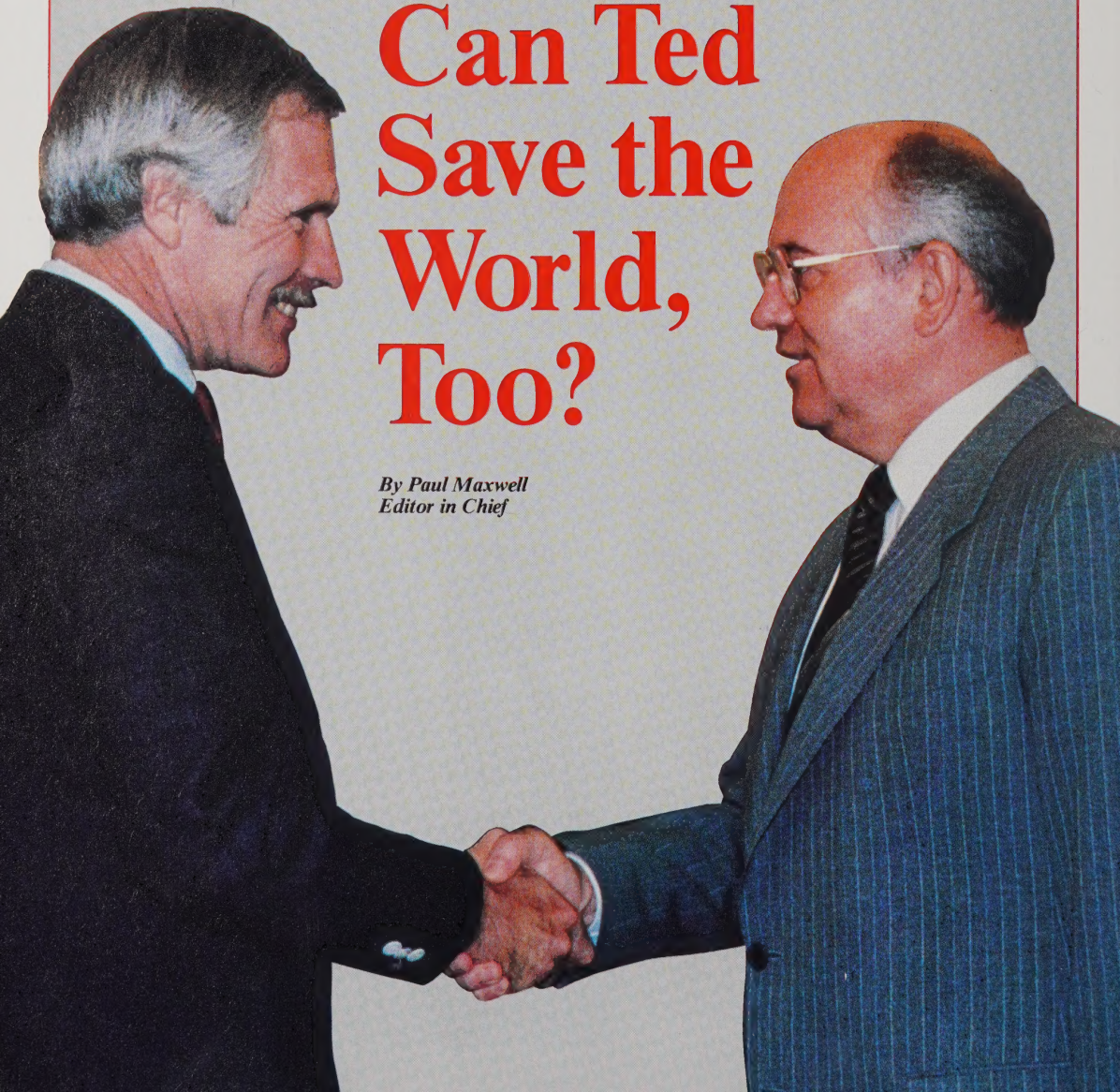
IT PAYS TO WATCH.™

Some Say Ted Turner Saved the Cable Business . . .

Can Ted Save the World, Too?

By Paul Maxwell
Editor in Chief



Maybe. Just maybe.

This is not a joke. In the '90s, the cable business has it made—at least cable's enemies say so. And when an industry achieves the levels of success such as cable has, it is time to put some of the gains back into the communities, for everyone's benefit.

And cable's own Ted Turner is putting his money, his reputation and his networks—from air time to development money to movies and documentaries of the month/week/day—where his mouth is.

No shrinking violet (sometimes one should understate the obvious), the man, among other things, has:

- ✓ successfully defended the America's Cup (on the water, not in court),
- ✓ been dubbed "the mouth of the South,"
- ✓ chilled a half million feminists with his off the cuff remarks (once about a broom stick),
- ✓ befriended Jimmy Carter before it was popular (both times),
- ✓ created the first "superstation" when he put WTCG on the same satellite as HBO—and helped fuel cable's meteoric growth through '75-'85,
- ✓ lived a sometimes messy personal life,
- ✓ driven cheap cars,
- ✓ taken up with his pilot,
- ✓ created the first full-time TV news service,
- ✓ posed for a poster that said he "was cable before cable was cool,"
- ✓ beat Group W/ABC at the TV news game—soundly,
- ✓ overextended his company (countless times),
- ✓ paid "too much" for MGM's library (well, before TNT proved critics wrong),
- ✓ had to be bailed out by the industry he helped build,
- ✓ created the Goodwill Games for both altruistic and selfish reasons,
- ✓ been in trouble with game wardens,
- ✓ starred in ads for, among others, Cutty Sark, Dunhill and Hathaway,
- ✓ pushed baseballs with his nose, and,
- ✓ routinely beaten the odds.

MSO talked with Turner in his spacious, momento-stuffed offices for the better part of an afternoon. Interrupted only by the appearance of a Soviet spokesman on CNN (Talking about CNN-reported rumors: "The Soviets love us," gushed Turner. "They talk to us before the State Department—and at least we get it right."), we discussed his concerns beyond cable TV and business today.

Well, I implied we had a conversation, but those of you who know Turner well (as we have for almost 20 years) realize that we mostly listened.

The discussion began with *Captain Planet,* Turner's new animated show, for kids but really for all of us, about a super hero who works with five kids (Planeteers) trying to save the planet from environmental disaster. Turner, who rarely starts at the beginning of a sentence, said:

Turner: We've had television around for so long and we've had animation around for so long, too. It's been used to sell materialism, sex and violence—mostly. Used to drag our society down—America's way down compared to where it was 40 years ago. Violence rate is five times where it was, per capita. Forty years ago you didn't have to lock your doors in most cities—the drug problem didn't exist. The debt for the United States was less than a trillion dollars—way less than a trillion dollars.

MSO: Heard you say yesterday you wanted to be a trillionaire.

Turner: Yeah, I was just being outrageous. When I was a kid, no one even thought about a billionaire—it was incomprehensible. If someone was a millionaire, it was a really big deal. And no one ranked everybody. None of the magazines ranked who was the richest—unheard of—there were just a few millionaires around.

MSO: The Better World Society (see accompanying sidebar), how's that coming?

Turner: It's coming along OK. It operates on a budget of I think a little less than $3 million a year, which is not enough to make one major TV movie. They do about normally six or eight co-venture projects a year in the documentary field. And, it is good clearing house for ideas.

MSO: It is having some impact?

Turner: It's really hard to tell. Obviously, everything has *some* impact.

MSO: One place you've had significant impact just this week was in Moscow. (Editor's note: CNN had reported from Moscow that President and Communist Party General Secretary Gorbachev was considering giving up his party post.) Rumors aside, it's incredible to go around the world just to leak something like Lyndon Johnson used to do in the White House!

Turner: Very possible, we'll have to see, but that's what it looks like—that someone in the PR department or whatever wanted to see it floated. I've already looked into it myself; it's not uncommon for newspapers to do that—like *The Washington Post*—the game has been played before. I wouldn't be surprised. I mean you always look like an idiot when you're the one who puts it out and nothing comes of it. If it had gone the other way, we'd look like geniuses. But that—it was our Moscow bureau chief who got it—he's been over there for years and was NBC bureau chief before, he's no flake by any means, and he felt he stood by his source—an impeccable one. We might have gotten caught with a trial balloon. It certainly did sound a bit impossible—but anything's possible. I joked yesterday I guess, the reason he was there, because he wanted to announce that he was going to start a Republican Party over there.

MSO: Are you still the sole funding of Better World?

Turner: No. I haven't been for a long time. I'm very much a minority funder. →

"All we have to do is sit down with the Soviets and say we can't allow this to happen. We've got to get together and we shouldn't put this burden on our children."

What is the Better World Society?

The Better World Society is an international non-profit membership organization dedicated to fostering public awareness and education on global issues that affect the sustainability of life on Earth. The society seeks to communicate to citizens of all nations a sense of common responsibility for the fate of life on Earth, as well as an understanding of the constructive actions people can take, individually and in concert, to redirect our nations toward sustainable progress and global security.

The society focuses on all aspects of arms control and reduction, population stabilization, stewardship of the Earth's environment, efficient use of its resources and fulfillment of the basic human needs and aspirations of the world's peoples.

Founded in 1985 by Ted Turner, Russ Peterson, Jean-Michael Cousteau and Lester Brown, the society has its headquarters in Washington, D.C.

To build a constituency for dealing with these issues, the society produces and acquires solutions-oriented TV programming for international distribution. To date, 37 hours of programming has been presented, primarily on WTBS, but with distribution also on The Discovery Channel, PBS, CNN and Gosteleradio (USSR).

A recurring theme in Better World programs is that individuals can make a difference, even with respect to global problems.

Each year, the society awards Better World Medals to recognize individuals and organizations throughout the world who are making contributions toward a secure, sustainable planet. Time Inc. won a medal for HBO's specials on humanitarian and social justice issues like the homelessness in America and apartheid in South Africa.

Better World Society

You may contact the Better World Society at 1100 17th St. N.W., Suite 502, Washington, D.C. 20036. Or you may call (202) 331-3770. —*DSA*

MSO: But you still are contributing?

Turner: Yeah. I still do a lot. Even *Captain Planet* is part of it I guess. Also, Better World Society board member and president of Worldwide Institute in Washington, Lester Brown, does the state of the world every year, and it's kind of a medical checkup of the world. What happens to forests, what happened to topsoil, what happened to toxic waste, what happened to the atmosphere? What happened to the ocean, food supply and hunger? He's been doing it for a number of years. And I think it's the best composite or compilation of the information.

And, it's a very concerned organization—30 to 35 staffers—experts in the different fields that they track.

And, I stay in pretty regular touch with them.

And, well, I talked to him right before Christmas last year on the phone, he was just badly depressed.

I said what's bothering you?

He said, "We are just finishing up the *State of the World '89* and we've run into a real big problem. It's global warming."

Right when the global warming thing came out all over the news.

He said, "You know I've always operated and told you and everybody else that we had 30 or 35 years to straighten things out on this planet."

We had that much time and he said now we have **less than 10** because this global warming thing is going to overwhelm us before we have a chance to even get the environment, really get the environment, in a massive way, in the agenda in the schools.

He said he always felt that way, and I felt that way too, that if we don't get it on the agenda in the schools, it's going to be awful hard to win the battle.

And not just the agenda in the schools here, but all over the world.

So it's a major task.

But getting it on the agenda in the schools here or in Great Britain or any major nation, would really help.

But education is just like the TV business and like most of our institutions when they get large enough, they really slow down.

The pace of change comes very slowly and they all become very reactionary.

I mean, our government is reactionary, our nation is reactionary. I mean George Bush is the perfect reactionary president. He's not going to do anything that bad.

That's what happened to the networks. They got so big, they just got clogged—and then all three of them had to change.

But at any rate, I went out and I said I have no time to get it on the agenda of the schools—the crisis is coming right now. So then how could we leapfrog the schools. Because we won't be able to do it quick enough.

Go directly to the kids—how about a children's animated series?

Well it's going to have to be something, it can't be a documentary, or the normal type of thing we've been doing in order to reach the kids in a 40-channel environment.

You've got to have something really peppy with a lot of zip and as I've said, you probably need a super hero and villain. So who should the super hero be—he ought to be Captain Planet.

MSO: Your name?

Turner: Oh yeah, my name. (See accompanying side bar.) I mean I developed it up to a very advanced point. And then I said it's going to have to run all over the world.

And in order for it to run all over the world, it's going to have the *Planeteers.* We're going to try to get a Planeteers Club started like The Mickey Mouse Club. That way they can identify with each other and be a Planeteer and try and help save the planet.

But we have to have kids, representatives from all over the world, and they've got to be equal. The worst thing in

MSO

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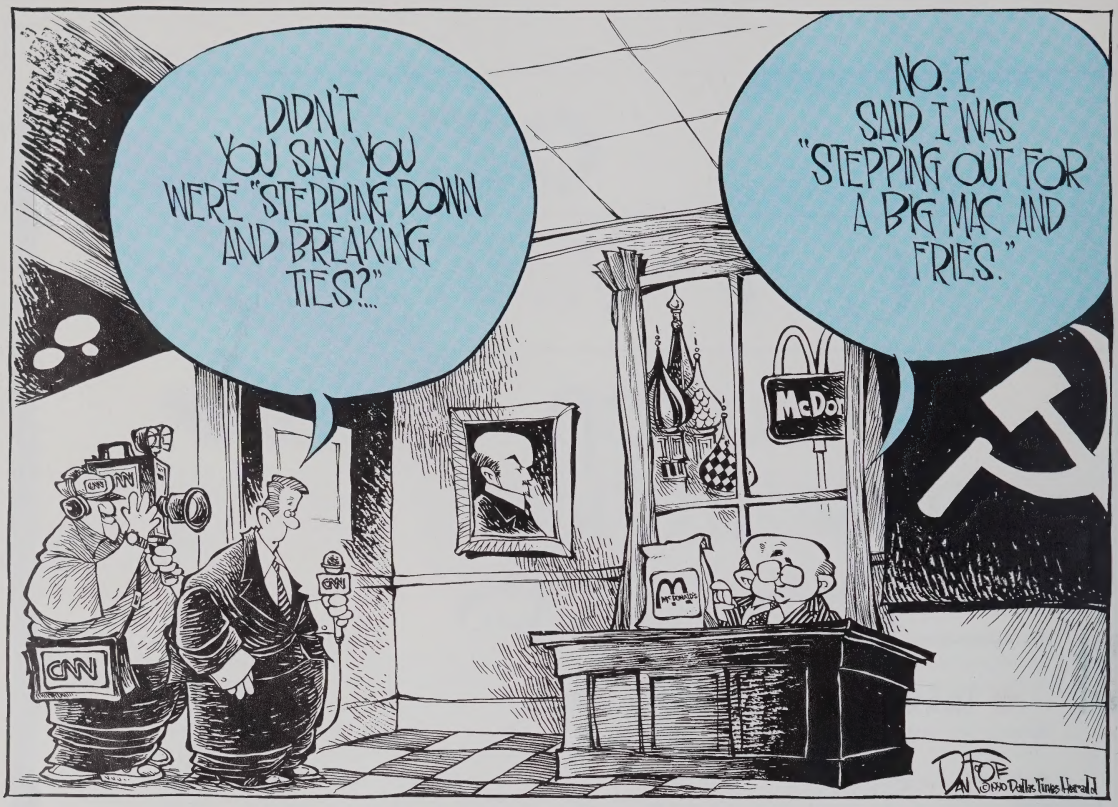
DIDN'T YOU SAY YOU WERE "STEPPING DOWN AND BREAKING TIES?"...
NO. I SAID I WAS "STEPPING OUT FOR A BIG MAC AND FRIES."
CNN
McDo
©1990 Dallas Times Herald

the world is *anger*. White Americans—that's Europeans and Soviets too—that are white males too, have been cramming everything down their throats. Ninety percent of people in the world are not white. But 100 percent of the say in the world, but 100 percent of control of information, and programming and movies and everything else is controlled in the West by white males. Like me. And I consider the Soviet Union a part of the West.

MSO: They are a part of Europe.

Turner: You bet they are.

And that is why Captain Planet is *crystal*—he can't be white. He has to be someone whom every kid can identify with. And we tried to get his features—we worked and worked on his features—so that he would look like a composite person, rather than an Anglo Saxon. And he does a little bit.

But we didn't want to turn off the kids in the United States, so it was walking a thin line. The kids (Planeteers)—a kid from Africa, a kid from Asia—we didn't pin a kid from China or Japan, we just said a kid from Asia—and from North America, so he could possibly be from Toronto or Montreal. There's a kid from South America and a kid from the Soviet Union. So we have five. I wanted to have someone from the Arab/Indian world, but six was too many. And we have Gaia, the spirit of the Earth.

We decided she had to be in there.

At that point, Bob Wussler was still here and we made it a top priority project. I decided that Barbara Parr, who's been working on the environment, would be our coordinator on the project on a day-to-day basis. But I wanted Wussler to go out and see who would be the best company to do the job, and who was most interested. So we went to DiC, Hanna-Barbera, Ruby Spears, and all three wanted to do it. But DiC was the most aggressive, and in fact Andy Haywood was aggressive enough on it that he said, "I think the idea is so good that we'd be willing to take 50 percent ownership of it." And he had to commit to do at least 65 episodes; twenty-six the first year—that's all you can do the first year and it's in production now. It's a $20 million tab if we don't go beyond 65, and maybe we'll go beyond 65. I would like to think that we could. Haywood brought in the best writers and people that draw the story boards, and I went out a few times. We talked with them and told them what we wanted to do. And so here we are.

We finally got the first episode and we should have enough for them to start once a week in the fall.

Already at NATPE they made deals in Central and South America. The rest of the world—I'm hopeful that if we could get into every country, or most of them, this might really turn . . . well, when you see it, it will really blow your mind. You got a kid?

MSO: Yeah, a 4-year-old.

Turner: Well you'll want to show it to her. Terry McGuirk's 3-year-old already wants to see it again. Even kids that say, oh I don't want to see another kids' show, they haven't seen anything like it!

(Editor's note: Turner's right. Just wait until you and

HAVE YOU THOUGHT ABOUT HER TODAY?
LIFETIME
TELEVISION

Ted Turner, founder of Turner Broadcasting System Inc.

your kids see it. My daughter Cody has seen it at least a hundred times, so far.)

Turner: And I think one reason that I got so strongly interested in really doing something about the arms race and nuclear weapons was because about seven years ago when I was really just getting started, a survey was done that was covered in all the newspapers and everything.

The overwhelming majority, 67 percent of kids in the United States, little kids, thought they'd be dead from nuclear war before they grew up.

And I said, impossible.

Little kids don't watch the news—they pick it up every where they go, I guess. It's possible—they walk in the room and their parents are watching the news—they pick up a lot. They knew about it.

And I said, how can we allow this, we adults. We don't have the right to burden our children with that—children are supposed to have a happy time. All we have to do is sit down with the Soviets and say we can't allow this to happen. We've got to get together and we shouldn't put this burden on our children. And we really don't want to blow each other up anyway.

But that really put me in high gear on that.

And I know in my heart that if you did a survey about the environment with kids today, at least in this country, the overwhelming majority of them would have forbodings about it.

They know about the Exxon Valdez, the ozone layer, global warming and they know about the porpoises dying, the whales and the elephants. They know, it's so all over the place.

And all they can have is a sense of helplessness about it, because there has been nobody coming forward, no programs. The commander of the Exxon Valdez is on trial but that hasn't really helped, millions of animals are dead.

So this series, not only at the end of each episode, has a 30-second blurb of what each kid can do. Captain Planet says to all these kids "The power is yours."

The idea is they are stronger when their powers combine. All the kids raise their hands with their little rings together. Everybody that has seen it, and is interested, is in tears during the first time. I've seen it 15 times and I've never seen anything as good. I've seen it 15 times in the last 30 days and I wouldn't mind seeing it again, right now with you, but you can watch it on your own.

It's *big time*. It's just going to be *big*.

MSO: This is insidious.

Turner: That's right. And why, in all they've done with children's programming, the best is harmless entertainment, like the cartoons *Tom & Jerry* and *Daffy Duck?* That was the best. The worst are like *He-Man and the Masters of the Universe*. People sat down and decided how can they sell a toy like that, 30-minute commercials to sell toys—they were violence and crime and drugs—I mean, it's just so bad. We've never had the money to do a children's series before—and when people see this, what a revelation.

How could we have wasted so much time and money on so much garbage when we had this incredible opportunity?

I mean you sell these kids little electronic games, GI Joe dolls and Tony the Tiger cereals and crunchy Fruit Loops and all that bullshit—and the programs are selling them.

I mean what a terrible thing to do.

What a way to rip off your kids.

I don't know what's easier than taking kids that will sit in front of the TV set—you can make them do anything you want to. Little kids will do anything—right?

Look at the kids with the Nazi youth or dying for the Ayatollah or the little Empire of the Sun—the little kids were enthusiastic about getting into those kamikaze things their parents told them about.

Before you're 20, before you're 18, you don't ask any questions at all.

I mean that's why it's so important that you give the kids the right information.

MSO: Good idea; it's a good thing.

Turner: It is, it is.

MSO: Are you going to do a *Captain Planet* toy line?

Turner: We are, we are. If we can make money—if we can get it as many ways as we can, but it wasn't designed for that!

MSO: Another project you've got looks a little "do-good," too; the Goodwill Games (see accompanying sidebar). How can we help get cable to promote more about them?

Turner: Well, we only have 80 percent of the industry signed up right now. What about the other 20 percent? I don't know. Here's something that cost peanuts to own our own—same thing as the Olympics—and it's cable-exclusive and we will still have 20 percent of the industry that hasn't signed up for it. But on the other hand, maybe we haven't done a good job of selling it. I don't know.

MSO: Eighty percent is pretty good.

Turner: No, 80 percent isn't hacking it; 100 percent of the CBS affiliates are going to carry the Winter Olympics. Anyway, it's not disastrous, but we're going to have—and who knows our goal was 40 million out of 50 million—that's not great, but it's not a kick in the boody.

MSO: With CNN's worldwide pervasiveness now (see accompanying sidebar), are you a shrink to the world? It strikes me that one of the underpinning problems in the world, is that the states and nations, as they communicate

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Turner's Reach in the United States and Abroad

CNN and CNN International are the only two Turner networks that are beamed overseas. CNN began its European feed in the mid-1980s and in 1989 began an international feed after coming to an agreement with the Soviet Union to buy a spot on its Statsionar satellite.

Each country that carries either CNN or CNN International has a contract with Turner Broadcasting that specifies how many hours a day the feed is used and in what manner.

CNN is the second ranked cable network in the United States by subscriber base. ESPN has 56 million.

CNN
54.782 million subs in the U.S.

TNT
43.431 million subs in the U.S.

TBS SuperStation
53.848 million subs in the U.S.

Headline NEWS
41.774 million subs in the U.S.

CNN INTERNATIONAL
3.6 million in 90 countries

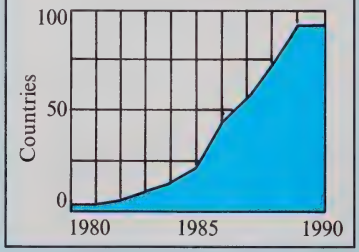
CNN International Delivery

(as of December 1989)

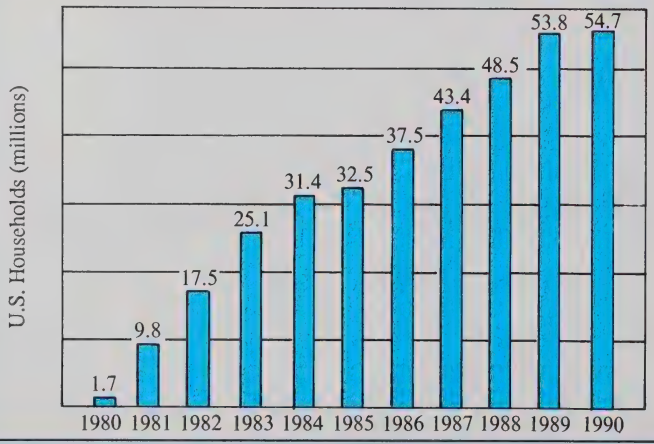
	Households	Hotel Rooms
Canada	1.9 million	755,000*
Europe	5.1 million	86,000
Japan	25,000	42,000
Latin America	180,000	32,000
Other	28,000	9,000

*Includes U.S. and Canada

CNN's Global Reach



CNN Audience Growth



CNN's International Audience

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Curacao
Dominica
Dominican Republic
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Holiday World. U.S. premiere of outstanding Thames Television International series.

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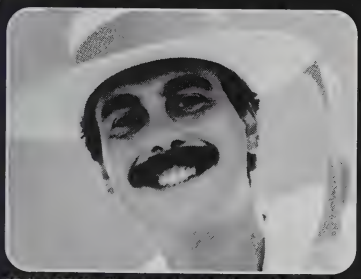

Video Visits. The people, sights and sounds of the world's most fascinating cities.

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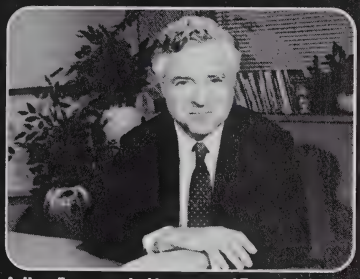
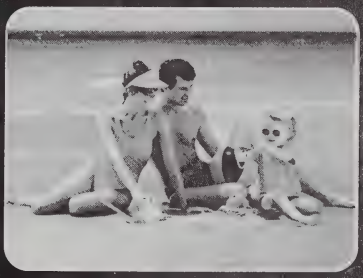
etc..., etc... Lively, offbeat look at places and events not generally in travel guides.

The Perfect Trip. A special-interest series, featuring vacation destinations all over the world, shot entirely on location.



Arthur Frommer's Almanac of Travel. Interview program. Emphasis on practical advice and getting the best travel values.



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Tell your subscribers where to go.

The Travel Channel has the kind of programming that keeps your traveling subscribers from straying — and attracts new ones.

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THE TRAVEL CHANNEL

Travel Channel Sales Offices

Headquarters and northeastern region: New York, NY (212) 603-4512; southeastern region: Washington, D.C. (202) 223-0122; midwestern region: St. Louis, MO (314) 298-6322; western region: Los Angeles, CA (213) 413-7288.

1990 Goodwill Games

"We've come from a very serious cold war to very good relations (with the Soviet Union). That was the main purpose of the original Games, even though I felt from the beginning that we would have an event that would grow in statute. And it has. The Goodwill Games had a lot to do with the warming attitudes between the two countries. The biggest difference in the '90 games will be the depth of the participating fields. We have had time to do that this time around," says maven Ted Turner, founder of the Goodwill Games, an international multisport invitational uniting the best athletes in the world.

Scheduled for July 20 through Aug. 5, 1990, in Seattle, Wash., the games will bring together 2,500 athletes from 50 countries in 21 sports.

Broadcasters are green with envy. The reason? The Goodwill Games are cable-exclusive airing only on WTBS with 86 hours of live coverage. Over 40 million cable homes will be privy to the action. Seventy-one MSOs have agreed to carry the games.

There will be 12 one-minute advertising spots available per hour for a total of 960. Seven will be sold nationally by WTBS at prices they would not reveal as negotiations with advertisers were in process. Five local avails will be sold at the system level. Prices will vary according to market and interconnect availability.

The first Goodwill Games were held in Moscow in 1986.

Unitus the lion is the official mascot of the Goodwill Games serving as a symbol of leadership and courage.

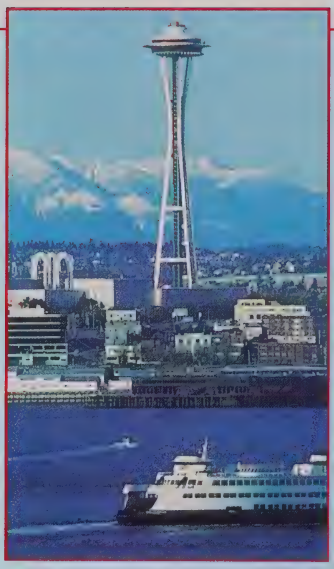
The GWG will be presented by the Seattle Organizing Committee, U.S. Sports Federations, Turner Broadcasting System Inc., USSR State Committee for Physical Culture and Sport and the USSR State Committee for Television and Radio.

Turner Broadcasting holds the worldwide broadcast rights and has reached agreements with 31 countries to air the events.

Suppliers jumped on the bandwagon early—Anheuser-Busch, Frito-lay, Pepsi-Cola, Sony, Boeing, IBM, Touche Ross, US West and Weyerhauser (to name just a few) have become official sponsors.

Viacom and TCI are two MSOs who are official local cable operators, both signed on in February of 1989.

State and local support have been astounding. Over 10,000 volunteers signed on to help stage the event



The city of Seattle, Wash., will host the 1990 Goodwill Games this summer.

from just the Seattle/King County area alone. Another 4,000 come from elsewhere. Prior to the games, over 7,000 will complete an official training program.

Excitement for this event has not been limited to Washington state. Ticket orders have come in from more than 40 states. Revenue from ticket sales is estimated at over $7 million, with over 475,000 tickets already sold.

In view of the whirlwind historic democratic events over the last year, the Goodwill Games bode an even greater opportunity to unite the planet in a spirit of peace and friendly competition. Visionaries such as Ted Turner have often been mocked or spurned for their efforts, but historians will look back on the Goodwill Games as one of the mechanisms that made the people of the world realize their commonality.

You may order tickets by telephone and charge them to your VISA or MasterCard by calling (206) 292-1990. *—DSA*

better wind down their wars, but in the next century, it will be religious wars you cover on CNN.

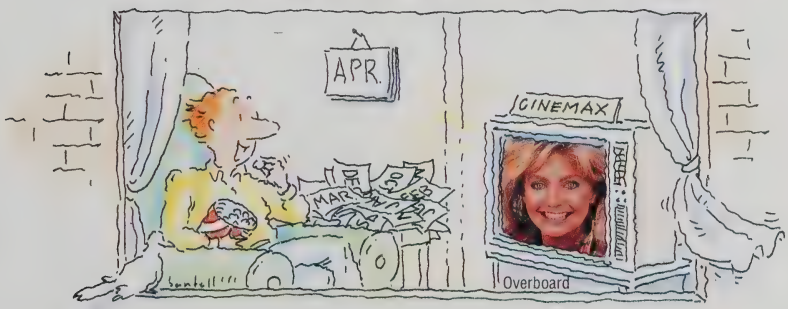
Turner: Oh, I don't know if they are or not.

I'm not sure that there are going to be any more wars. I don't think there will be military confrontations to amount to anything between states. Instead, we'll have wars against poverty, wars against drugs, wars against prejudice. Ghandi's grandson sat here (in this office); he's working in Oxford, Miss., on a book. He's trying to figure out how to combat prejudices. He grew up in South Africa.

There's a lot of things—we could have a war against disease. Between 25,000-40,000 children each day die in this world of preventable disease. There are plenty of things to battle with. The war against the environment—that's a war

THE MOST MOVIES ON PAY TV...

456 MONTHS AND COUNTING.



The streak continues! Month after month, nobody — but nobody delivers more movies than Cinemax®.

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The Most Movies On Pay TV

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"The Power Is Yours!"

It's not easy being a super hero today. All the cushy, hero-type jobs like fighting for truth, justice and the American way are taken.

Those wimpy joke-cracking villains of the past that simply wanted to *rule* the world have been replaced. The very real villains of today (global warming, deforestation and garbage dumping) simply threaten to *destroy* the world. Obviously, not kiddy stuff. But Ted Turner's TBS and DIC Enterprises (a children's programming producer) have created a cartoon that says it wants to make kids—and their parents—more aware of environmental problems while at the same time entertaining.

Born from the mind of Ted Turner comes the blue muscle-bound, green-coiffed Captain Planet (although legend has it that the good Captain was born of earth! wind! fire! water! and heart!). Turner conceived the original concept of *Captain Planet and the Planeteers* as a way to make young people aware of environmental issues—and it also won't hurt that the marketing opportunities could be mind-boggling. After all, any self-respecting kid knows a cartoon today is no good without action figures, board games and underwear to go with it. (It should be noted that 10 percent of profits from Captain Planet royalties will be donated directly to environmental groups.)

Each half-hour episode on TBS will end with a 30-second tag mainly targeted at children on how they can help solve the planet's environmental problems. TBS is touting the series as "the animated action-adventure series that will forever change the meaning of cartoons" and "the super series of the 1990s and beyond." Environmental groups such as the Cousteau Society and Greenpeace are showing heavy support for the program. Actors including Tom Cruise (*Born on the Fourth of July*), Whoopi Goldberg (*The Color Purple*) and Richard Gere (*An Officer and a Gentleman*) have agreed to play voices.

Cruise will be the voice of Captain Planet whose catchphrase is, "The Power Is Yours!" Don't be surprised to see that phrase all over TBS and hear it spouted from the mouths of wanna-be Planeteers when *Captain Planet and the Planeteers* premieres in September. —*LKH*

we have to stop. We will have a war against the war on the environment. And we need to do that quickly while there's still time. But wars against states?

I can give you a perfect example. The only reason people go to war is to win an advantage. And since before World War I, no aggressive state of any consequence in the dozens of wars since, in any major way, have accomplished any more than destroying themselves. Germany and Japan started the second world war; it was disastrous. Even Vietnam was disastrous for us. The war between Iran and Iraq was disastrous. All those wars in Africa have been disastrous on both sides.

The Soviet war in Afghanistan was a disaster. If a super power can't beat the poorest of Third World nations, you now have a situation in the world where countries that used to quickly surrender when a colonial power came in, want to be free so badly that they die to virtually the last man, so you have to kill everybody in the country, and you can't do it.

MSO: And you win nothing?

Turner: That's right—and you don't win anything when you do it—in world opinion. It's on the news every day and you look like a real bastard.

Just like the Soviets, it was bad PR for them.

It was terrible PR for us to be in Vietnam.

Everybody was against us.

Nobody likes to see a bully.

We did a series last year—*Waging Peace*—and made a 90-minute tape of its highlights. I'm sending a personal letter out to every state of every nation on Earth, as well as to each senator, congressman and member of the U.S. Cabinet. And I bet that most people watch it because it shows the stupidity of war and it interviews the world leaders involved in it—a lot of others, too, in every war that are involved.

And we are attacking it with movies, too, like *Night Breaker*—I already saw that too—toxic waste with the Mike Farrell movie and we are not just going to sit here.

We are doing it with documentaries.

A half hour doesn't go by that we don't run an environmental story of some sort.

It's a matter of life or death. Everybody if they can afford to, takes good care of their home and the tree that is in their yard they love and nurture and their plants and flowers and everything. But when you go outside of your yard, the trees in the forest, that's your yard, too. The whole Earth.

Did you see that commercial with the PSA—for the Better World Society—that Jim Henson did? Kermit the Frog is looking out the window and says, "What if everybody lived in one house?" Then he goes through all these different places and then he looks back out the window again. And you can see that he is looking at the windows in the world. We all live in one house and we are destroying it.

And we are doing it fast, because it's already been four billion years and the industrial revolution only started a little less than 200 years ago, and that was the start of real devastation of the planet and the population growth. When I was born, there were only 2 billion people; now there are 5.3 billion. And there are going to be 6 billion. The population of the world will triple in 60 years—from 1935 to 2000.

And the number of elephants in that time has gone down to one-tenth of what they were. The number of rhinos is one-fiftieth!

So what's happening? Human numbers are exploding and pushing out everything else. The trees and *everything else.*

But what we do is like the lemmings. In Nova Scotia, during a six-year period they increased by 500 times. But they only eat the grass. So all the grass is gone and that's when they jump in the sea and they go into a state—they are starving, there's nothing for them to eat.

They destroyed their environment and their population drops—they drop.

The next year 499 out of every 500 of them die. So they are down so you can't even find a lemming—hardly but the fittest survive—a few survive and the grass comes back and then it takes five to five and a half years for the population to explode again.

But they don't do like we do. They only affect the grass.

I mean we could correct everything—we basically have the capability. And even do it in many places.

A hundred square miles of Africa become desert every day. And North Africa, where Libya is, where it's all desert, that was all forests, but before the Roman Empire. At one time there was a hydrological cycle working—like there is in the Amazon today. And a rain forest. And they had rain.

Then the Romans and Carthagians cut down most of the trees and for a long time it was a grain belt for the Roman Empire. They planted crops there, and there were some trees and they grew pretty well and the hydrological cycle was not totally disrupted.

But then they had big wind storms and the top soil finally did blow away. And they cut down the last of the trees and it became desert and it's been desert ever since for the last 2000 years.

The same happened to the Greek Isles—they were all covered and so was Italy where it's just blasted volcanic rock—all the soil has just blown away. And they did it down in the Mayan civilization.

Here in the United States, we pour over a ton of poison on the country in the form of pesticides, herbicides, and all the other bullshit, for every man, woman and child every year.

So that's why the food is poisoned, the water's poisoned, you can't drink tap water—you're crazy if you drink it—it's full of PCPs and heavy metals. There's so much of it being poured into the water system—the whole industrial base of fossil fuels is all wrong.

And the materialism we were taught when we were kids, we should use as much as we can. If you could afford a big house, you bought a big house. But no one thought of the consequences. The consequences are just like borrowing money—it's great while you're borrowing and spending it. Like our country's been doing.

Now live for today and let the devil take tomorrow.

We get to change just about everything, the question is: Whose lives are at stake? You know, we talk about the elephants and whales, but what they really are are like canaries in the mine shafts. We see them go along, because the environment can no longer support them. But we want to eat them or grind them up for fertilizer. But we are going to be following them shortly.

MSO: What more can we do about it?

Turner: We are doing all we can. I've been doing everything I can. I made two speeches this week on this subject.

But you can't take yourself too seriously, because nothing lasts forever anyway. The world has been here for 4 billion years and in 4 billion years the sun is going to go out, or it's going to get dim enough and so cold that it can't support life as we know it.

So we are really dead anyway—so what difference does it make if we go in 50 years or 4 billion? It doesn't really make any difference. So why take yourself too seriously.

And the farther you get away from the planet, up in an airplane, the less important man looks—you can't even see him.

Down here on the surface where we can see everything and it all looks so big, we take ourselves so seriously.

But we are on such a little speck of dust.

MSO: Like in *Captain Planet,* you're painting the Gaia Theory? That the Earth is essentially a living organism, itself?

Turner: I grew up with that. I believe that. But the other thing is we are not doomed—the Yucatan came back, even Japan from nuclear war, the planet would cleanse itself after awhile. Life is strong enough—it might take a million years or a billion years for it to really come back.

I think less than a billion years, and I use the example of Krakatoa. The island was completely blown to pieces, but stuff came through the air and after 10 years there were 85 species and after 40 years there were hundreds of species back on the island. It's solved.

But if *we* are intelligent, **we** are going to do something about it.

If we deserve to live, we will.

And if we don't deserve to live, then the planet's better off without us. The sooner it gets rid of bad trash.

Know what Carl Sagan thinks? He says, "The laws of physics are the same all over the universe." And he thinks there are dozens of places out in the universe where life exists. He thinks for human life creatures to come onto the scene, that the odds are two percent or 1 in 50 civilizations of higher beings that will successfully make it through the industrial nuclear age—that 49 out of every 50 would destroy themselves.

So he figures the odds of us making it are 50 to 1.

Now Capt. Cousteau, I was with him eight years ago when we were in the Amazon together and I asked: "Capt. C, what do you think our chances are?"—and this was in the middle of the Arms Race—before the environmental movement had really gotten started.

He said, "Ted, it doesn't matter what the odds are. Even if I knew you were going to lose, it wouldn't change—I'm going to do the best I can. Like the little Dutch boy with his finger in the dike; what else can we do. I don't like to drink, I'm not going to drink myself, or use drugs, I'm going to fight down to the last moment. I'm going to fight to the end. Even if I know we are going to lose."

And I said, "What the hell." Like the Kamikaze pilots, I'll at least go down with the ship I hit.

That's the worst case scenario.

In the worst case scenario, those of us who are fighting for right and for good, we are all going to die before we see if it really happens or not.

People our age, we won't really know for sure. All we will have done is the best we can. And hopefully we will leave the world—a better place. ❑

How to attract advertisers in

Start with the best audience in town—A&E's. With more affluent viewers than any other cable network, A&E is a powerful magnet for the most desirable local advertisers.

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A&E The leader in quality entertainment

In your quest for the best advertising sales year ever, don't forget to call A&E for valuable marketing support. We'll arm you with all the facts you need to make the sale, plus creative new packaging, promotion, and prospecting ideas. The record numbers of incremental advertisers you'll bring in could mean record profits for you.

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The Times, They Are a Changin'

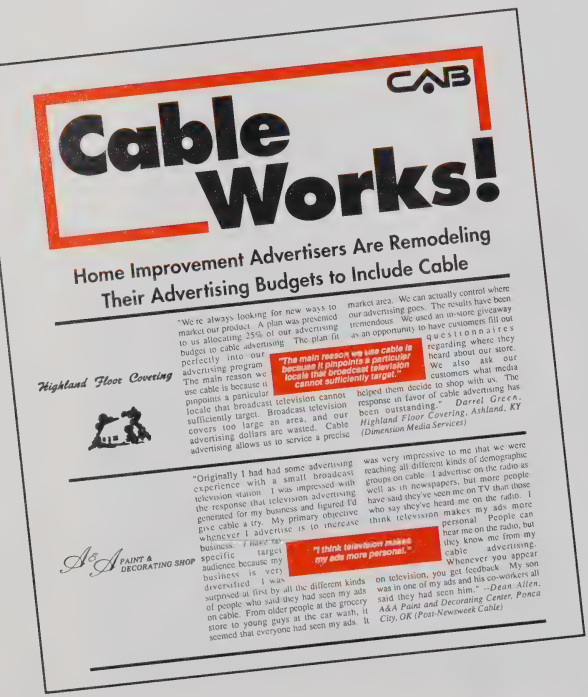
Adding Up The Ad Bureaus

As the media advertising bureaus lead their respective charges, competing forces are changing the ways each does business. While the bureaus are no longer able to rest on their laurels, they are heeding the calls of their members to focus strategies and get results. The reason: they're losing business—to things like cable TV.

By James Dunaway

Ten years ago, the four major ad bureaus were purring smoothly along as they had been (for the most part) since the early '60s.

The Newspaper Advertising Bureau (NAB), by far the largest in terms of budget and staff, had seen newspapers' share of national ad dollars slide from 16 percent in 1950 to 11 percent in 1960 to 8 percent in 1970 to 7 percent in 1980. But NAB had added newspapers' booming classified revenues to its dues base and was still king of the hill. The Television Bureau of Advertising (TvB) was riding the crest of a 30-year wave of network and local station growth. The Radio Advertising Bureau (RAB) had adjusted nicely to the medium's niche marketing status and was helping its member stations go after local retail dollars, while the Magazine Publishers Association (MPA) was recovering from the demise of *Life, Look* and the *Saturday Evening Post* and entering a new comfort zone as its members began producing livelier, more sharply targeted and profitable weeklies and monthlies.


CAB

Cable Works!

Home Improvement Advertisers Are Remodeling Their Advertising Budgets to Include Cable

"We're always looking for new ways to market our product. A plan was presented to us allocating 25% of our advertising budget to cable advertising. The plan fit perfectly into our advertising program. The main reason we use cable is because it pinpoints a particular locale that broadcast television cannot sufficiently target. Broadcast television covers too large an area, and our advertising dollars are wasted. Cable advertising allows us to service a precise market area. We can actually control where our advertising goes. The results have been tremendous. We used an in-store giveaway as an opportunity to have customers fill out questionnaires regarding where they heard about our store. We also ask our customers what media helped them decide to shop with us. The response in favor of cable advertising has been outstanding." *Darrel Green, Highland Floor Covering, Ashland, KY (Dimension Media Services)*

"The main reason we use cable is because it pinpoints a particular locale that broadcast television cannot sufficiently target."

Highland Floor Covering

"Originally I had had some advertising experience with a small broadcast television station. I was impressed with the response that television advertising generated for my business and figured I'd give cable a try. My primary objective whenever I advertise is to increase business. I have targeted specific audience because my business is very diversified. I was surprised at first by all the different kinds of people who said they had seen my ads on cable. From older people at the grocery store to young guys at the car wash, it seemed that everyone had seen my ads. It was very impressive to me that we were reaching all different kinds of demographic groups on cable. I advertise on the radio as well as in newspapers, but more people have said they've seen me on the cable. I think television makes my ads more personal. People can hear me on the radio, but they know me from my cable advertising. Whenever you appear on television, you get feedback. My son was in one of my ads and his co-workers all said they had seen him." *--Dean Allen, A&A Paint and Decorating Center, Ponca City, OK (Post-Newsweek Cable)*

"I think television makes my ads more personal."

A&A PAINT & DECORATING SHOP

But the 1980s spawned a host of new competitors—not just cable TV, but also direct mail, yellow pages and shoppers and pennysavers—and the bureaus, or at least the three largest ones, have never been quite the same.

The biggest changes in the Newspaper Advertising Bureau, Television Bureau of Advertising and the Radio Advertising Bureau have taken place in the last few years. As the new media ate away at the ad volume and margins of the older media, member newspapers and stations sent a stern message to the three bureaus: cut costs, run leaner, give us our dues worth, pay more attention to our needs.

Sooner or later, of course, all three got the message and, today, all three have made major changes in the way they do business.

The most noticeable change has been a downsizing of staff. The Newspaper Ad Bureau originally began a belt-tightening program in 1985 to generate funding for its $1.5 million Future of Advertising Project, but continued cutting staff as newspaper revenue growth slowed considerably in 1988 and 1989. At present, NAB has a staff of 135, compared to 155 just four years ago.

The Television Bureau of Advertising, which has seen membership drop from 650 stations to 550, also has pared its payroll from approximately 70 employees in the 70s to 60 today.

And the Radio Advertising Bureau, which in the same period went from 3,700 member stations to 3,000 and lost or let go close to half its 70-person staff, is now rebuilding with a target of 50 employees by the end of 1990.

Expense budgets have been trimmed, too. Even bureau *presidents* now fly on tourist tickets. Long-distance calls that don't go over 800 lines (e.g., overseas calls) are monitored and billed unless the caller can prove a business reason. And the days when an ad bureau salesman could take his old agency buddies to lunch and put it on his expense account as a sales call are gone, probably forever.

The Magazine Publishers Association, which operates as a trade association rather than a sales promotion bureau,

Cabletelevision Advertising Bureau President and CEO Bob Alter

has fared better in terms of downsizing. It's still operating with the same-sized staff (35) as it did in 1980, and its budget creeps upward at a slow, but steady pace.

Accountability Is a Must

But even MPA hasn't escaped what is probably the most important change: the need to rethink objectives and come up with sharply defined strategies that produce, as far as possible, measurable results for members. In a word, the members want *accountability*.

Today, almost every sales call is planned with a specific objective for a specific advertiser. The objective doesn't have to be the closing of a sale, but it does have to advance the ball.

Both TvB and the NAB now center their national sales strategies on heavily researched target advertisers, and approach those advertisers with detailed presentations that often include offers to work with members to facilitate the suggested plans.

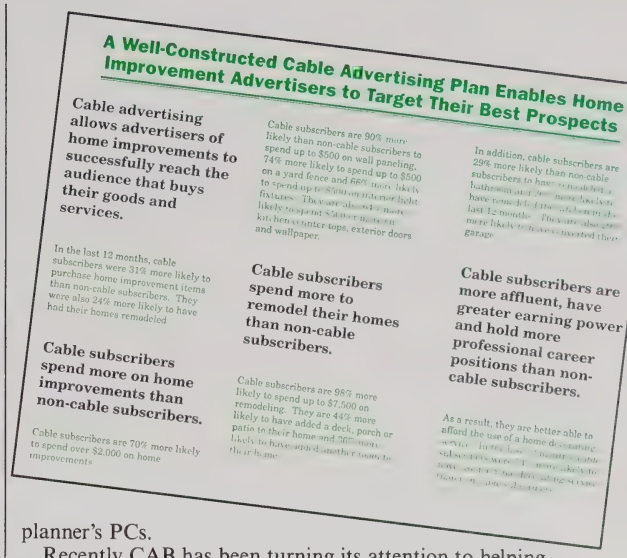
RAB and MPA also have narrowed their focus to concentrate on the categories, advertisers and competition that promise the most likely pickings.

In contrast to all this pressure from members, this new work-harder ethic, this continuous battle for business that has characterized the other bureaus recently, the Cabletelevision Advertising Bureau (CAB) has had the advantage of pursuing relatively easily defined goals as it has floated like a cork on top of cable's rising tide, which went from $35 million in ad revenues to $2 billion during the '80s.

Not many CAB members are complaining about declining revenues, or losing business to other media. Not while they're gaining business from other media hand over fist.

CAB President Robert Alter has defined his bureau's task during the 1980s as, "First, try to establish a position for cable as a separate advertising medium. Then develop the documentation needed to sell that position to the advertising community."

And CAB has been able to do just that, by 1) persuading many advertisers to define a strategic role for cable in their media plans and 2) using audience and demographic data to quantify specifically how cable can satisfy the media plan's goals, most recently with its Cable Planning and Cable Cume Systems for use with agency media


A Well-Constructed Cable Advertising Plan Enables Home Improvement Advertisers to Target Their Best Prospects
Cable advertising allows advertisers of home improvements to successfully reach the audience that buys their goods and services.
Cable subscribers are 90% more likely than non-cable subscribers to spend up to $500 on wall paneling, 74% more likely to spend up to $500 on a yard fence and 66% more likely to spend up to $500 on ceiling or light fixtures. They are almost 2x more likely to spend $5,000 or more on kitchen countertops, exterior doors and wallpaper.
In addition, cable subscribers are 29% more likely than non-cable subscribers to have remodeled a bathroom and are more likely to have remodeled a kitchen in the last 12 months. They are also 22% more likely to have converted their garage.
In the last 12 months, cable subscribers were 31% more likely to purchase home improvement items than non-cable subscribers. They were also 24% more likely to have had their homes remodeled
Cable subscribers spend more to remodel their homes than non-cable subscribers.
Cable subscribers are more affluent, have greater earning power and hold more professional career positions than non-cable subscribers.
Cable subscribers spend more on home improvements than non-cable subscribers.
Cable subscribers are 98% more likely to spend up to $7,500 on remodeling. They are 44% more likely to have added a deck, porch or patio to their home and 36% more likely to have added another room to their home.
As a result, they are better able to afford the use of a home decorating service. In fact, cable subscribers are 1.4 times more likely to have used such a service than non-cable subscribers.
Cable subscribers are 70% more likely to spend over $2,000 on home improvements

planner's PCs.

Recently CAB has been turning its attention to helping member systems build their local ad volume and plans to use much the same strategy.

Doing Their Own Thing To Compete

It's easy to think of the bureaus as competitors among themselves, but in the usual sense of the word they're not.

Each bureau competes for its own medium against some or all of the other media as media. But each bureau has its own agenda, built upon the needs—perceived or real—of its members. Each one's program is shaped, not at all by what the other four bureaus are doing, but what its members' *competitors* are doing in the marketplace.

In fact, there are only a few times you're likely to see them going head-to-head. One is at a major convention, such as the National Retail Merchants Association, where three or more ad bureaus may make presentations. Another is at local ad clubs on "Media Night," where the confrontations are often vehement and full of nasty negative selling, but take place before only a few dozen attendees.

The Bureaus also occasionally battle each other in print. A year ago, when CBS-TV announced a major presentation entitled, "The Cable Fable," CAB fired back with a retort headed, "The Fable That Came True," and ending with "The Moral of the Cable Fable: People who live in Black Rocks shouldn't cast stones." And several years back when TvB implied erroneously that the majority of movie ad budgets were being spent on TV, the Newspaper Bureau set the record straight with a press release headlined, "Flix Ad Bux In Flux—Report Shows Dailies Up, TV Down."

But mostly, each bureau does its own thing, in its own way. And as the (now) five major ad bureaus enter the 1990s, it will be interesting to see how they react to the challenges of a decade that promises to be at least as unsettling as the one just concluded—challenges that will include fax media, DBS, and the Baby Bells entering the media marketplace, to name just three. →

James Dunaway was formerly VP and Director of Information at the Newspaper Advertising Bureau.

Newspaper Advertising Bureau Inc. (NAB)

Established: 1913. Employees: 135.
1990 budget: $17 million.
Headquarters office: 1180 Avenue of the Americas, New York, N.Y. 10036.
Offices: Chicago, Detroit, Los Angeles, San Francisco, Dallas, Atlanta.

NAB is the largest of the five media bureaus, both in budget and in number of employees.

The 28-member sales staff has three major divisions: 1) national, with 13 sales executives; 2) retail, with eight; 3) classified and co-op, with seven. NAB also provides services for advertisers, including a One-Order/One Bill service for inserts and ROP advertising, and Newspaper Co-op Network, a similar service for co-operative advertising; and an extensive training program, with more than 30 seminars and workshops for newspaper staffs and advertisers. Sales and training efforts are supported by a six-person marketing services department, a 20-person creative department and a nine-person research department, which also create sales tools for individual newspaper sales staffs.

In recent years, NAB's national and retail sales efforts have increasingly focused on targeted selling of major accounts. This is accomplished with ad hoc "teams" of top sales executives from individual newspapers and NAB sales staff members working together to plan specific proposals fitted to individual advertisers' goals.

NAB also does considerable generic selling of the newspaper medium, through presentations at meetings and conventions of major advertiser groups. It also does it through promotions such as the annual Creative Newspaper, Athena Awards and other industry-specific creative awards.

NAB President Craig Standen noted recently that three major media—newspapers, TV and direct mail—account for two-thirds of all U.S. ad expenditures. This fact underlies NAB's sales strategy, including its view of cable as part of the broadcast spectrum along with TV and radio.

At the national level, NAB does very little selling "against" other media, except for an occasional research study on competing media.

At the local level, NAB vigorously promotes its research reports, selling aids and training services to individual newspapers. Many of these materials and services are focused on particular competitive situations. The "Competitive Media Workshop" for newspaper sales staffs can be structured to emphasize selling against any combination of broadcast (radio, TV, cable) and/or print (shoppers and yellow pages).

From 1985 through 1989, NAB devoted much of its energies and $1.5 million to an industrywide program called The Future of Advertising Project, designed to study specific industry situations—technology, standardization, circulation and readership, sales structure and compensation, reproduction quality, etc.—and recommended actions to be taken. Enlisting more than 140 high-ranking newspaper executives, the project's task forces published more than 40 reports and recommendations, many of which have been widely adopted by the industry.

Although NAB has sponsored several advertising campaigns in the past, there has been no industry-wide ad campaign for newspapers in the advertising trade press since 1986.

NAB's 900-odd newspaper members represent approximately 85 percent of the total daily newspaper circulation of 63 million. Annual dues are based on a percentage of advertising revenues, with a minimum of $450 and a maximum of $175,000. Dues account for approximately 90 percent of revenues, the remainder coming from sales of services and products to members.

Television Bureau of Advertising (TvB)

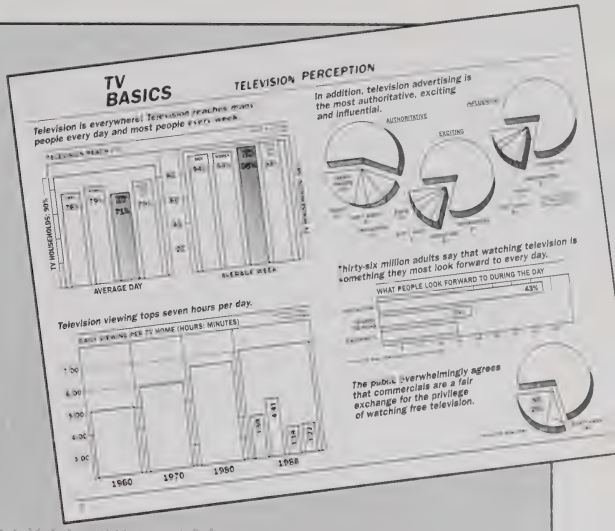
Established: 1954. Employees: 60.
1990 budget: $8 million.
Headquarters office: 477 Madison Ave., New York, N.Y. 10022.
Other offices: Chicago, Detroit, Los Angeles.

Although operating under budget constraints from a suddenly cost-conscious industry, TvB has completely reordered itself in the past two years along the lines recommended in a study by the Butterfield Communications Group. The changes were begun by William Moll, TvB president from 1987-89. They are being carried forward by new president, James Joyella, who moved up from senior VP of national sales when Moll resigned in October 1989 to become general manager of WNBC-TV. Joyella, a former CBS-TV marketing executive, joined TvB in April 1988.

The "new" TvB is concentrating its sales efforts in two areas: targeted selling by a 10-member sales staff to national and regional accounts to develop new business, and a three-tiered member service setup divided by market size—top 30, 30-75 and 76-plus. Both national sales and station services are supported with a steady stream of useful selling ammunition from TvB's strong research department.

The national sales effort is directed at new business development from a primary list of 75 major accounts selected for their high sales potential and a secondary list of 200 companies. The five-person national sales department (TvB calls it "the national sales team") works closely with the sales staffs of the 13 rep firms that are TvB members, and most sales calls are made jointly with one or more rep personnel.

According to Joyella, the targeted team selling approach has brought in $200 million in traceable new station revenue in 1988 and 1989. TvB can account for "every nickel" of that $200 million, he says.

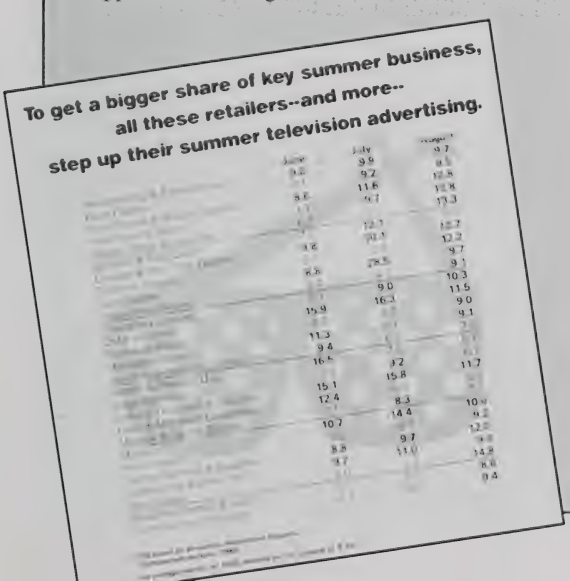

TV BASICS
TELEVISION PERCEPTION
Television is everywhere! Television reaches more people every day and most people every week.
In addition, television advertising is the most authoritative, exciting and influential.
AUTHORITATIVE
EXCITING
INFLUENTIAL
AVERAGE DAY
AVERAGE WEEK
Television viewing tops seven hours per day.
DAILY VIEWING PER TV HOME (HOURS: MINUTES)
1960
1970
1980
1988
*Thirty-six million adults say that watching television is something they most look forward to every day.
WHAT PEOPLE LOOK FORWARD TO DURING THE DAY
43%
The public overwhelmingly agrees that commercials are a fair exchange for the privilege of watching free television.

Presently, TvB is in the process of extending its targeted sales approach to the regional level. A five-person TvB team will target regional advertisers selected by a group of key station executives. Joyella believes that the regional team will work just as well as the national team has and will spread the benefits of new revenues to a greater number of stations in smaller markets. To free up money and manpower for the regional team, TvB is closing its offices in Atlanta and Dallas and moving their sales executives to New York.

Since it represents the medium most directly affected by cable's growth, TvB sells hard against cable. The battleground is the part of the audience "undercovered" by network TV in cable homes. As an alternative to cable, TvB promotes the targeting abilities of spot TV, using market-by-market analyses to pinpoint spot's strengths. TvB also probes at what it sees as cable's weak points: low ratings, lower-than-average penetration in "A" counties, the fact that even in cable homes broadcast stations still represent about 60 percent of viewing.

At the local level, TvB puts the same ammunition in the hands of its member stations via a "Selling Against Cable" workshop and a "How To Sell Your TV Station Like a Cable System" booklet and offers help in creating and making sales presentations to specific advertisers.

Despite a dropoff from 600-plus to 550 stations in the past three years, TvB's member stations still account for more than half of the total number of stations, and a much larger proportion of total station revenues. And thanks to a doubling of dues by the 13 rep firms (after all, their business *is* spot), the TvB budget has remained relatively stable at around $8 million. Almost all of TvB's income is derived from member dues, which for stations are based chiefly on market size.

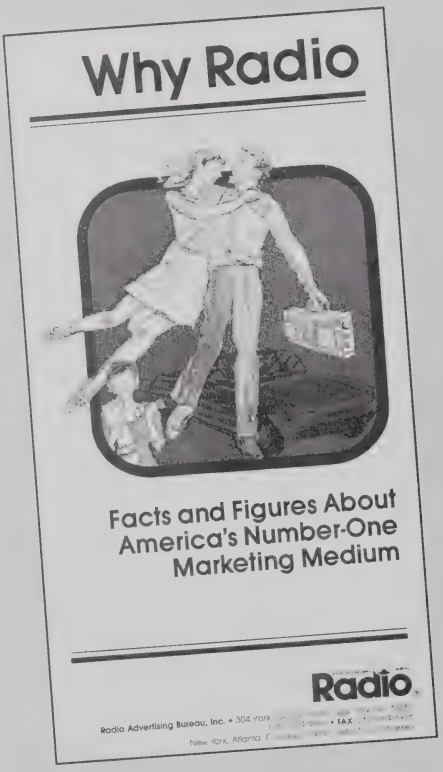


Radio Advertising Bureau Inc. (RAB)

Established: 1951. Employees: 35-40 (50 in budget for 1990).
1990 budget: Not made public; probably below 1989 figure of $6 million.
Headquarters office: 304 Park Ave. S., New York, N.Y. 10010.
Other offices: Chicago, Detroit, Los Angeles, New England, Atlanta, Dallas.

RAB is in the middle of a major restructuring. Almost all of the Radio Advertising Bureau's top management has been replaced since William Stakelin resigned as president in January 1989 to join Apollo Partners after five years in office. From 70 employees just over a year ago, the staff now numbers approximately 40.

The new president, 58-year-old former Cap Cities Radio executive Warren Potash, and his new Executive VP George Hyde, are "putting together a new RAB to fit what they see as its role in the '90s," according to one employee who survived the cut.


Why Radio
Facts and Figures About America's Number-One Marketing Medium
Radio
Radio Advertising Bureau, Inc. • 304 Park
• FAX •
New York, Atlanta

Membership is down to 3,000 stations (about one-third of total stations, according to RAB) from a maximum of approximately 3,800 in 1988. Many of the dropout stations were asked to leave because of slow payment or non-payment of dues. Recently, according to Potash, the bureau is having considerable success in bringing new members into the fold.

Currently, RAB's sales staff is being rebuilt, with two marketing vice presidents in New York and a third to be hired soon. The six regional directors in the branch offices also will work on sales development as well as having member service and solicitation responsibilities. In addition, Potash is an energetic and experienced salesman himself.

RAB's staff selling activity is concentrating on developing new national accounts by stressing two points: 1) radio's ability to deliver more reach and frequency per dollar than other media and 2) the opportunity to be highly creative without the high production costs associated with TV creativity. Potash also expects the new sales office alignment to allow RAB to go after more multimarket regional advertisers along with the already-targeted national advertisers.

"At the station level, we see our chief competitor as the local newspaper," Potash said recently. "That's where the money is."

In line with targeting newspapers as radio's major local competition, one of RAB's major strengths is its retail marketing program for member stations. It supplies a monthly Retail Marketing Kit with a sales presentation for a specific retail category—florists, banks, computer stores—plus—"Instant Background" data sheets on more than 150 different retail categories, which allow a salesman to sound like an expert on any branch of retailing after a few minutes study. A computerized version started in 1988 now has 400 stations on-line.

Cable is viewed by RAB chiefly as a rival for newspapers' retail dollars. Says one RAB exec, "Our Number One argument against cable is that they can't provide solid evidence of what kind of audience they're getting. They can talk penetration—but they can't talk audience."

RAB jointly sponsors (with the National Association of Broadcasters) an ongoing print and radio advertising campaign called "Radio Futures," with the theme, "Radio . . . what would life be without it." The campaign has been financed by voluntary contributions of "more than $1 million" from networks and individual stations, which also contributed considerable air time.

RAB is entirely supported by member "assessments," which are computed as a multiple of each station's spot rate, and range from a minimum of $60 per month to a maximum of $935 per month.

Magazine Publishers Association (MPA)

Established: 1919. Employees: 35.
1990 budget: $6 million.
Headquarters office: 575 Lexington Ave., New York, N.Y. 10022.
Other offices: Detroit, Washington, D.C.

Of the five major advertising bureaus, MPA is the only one that operates as a full-fledged trade association.

Besides promoting magazines to agencies and advertisers as an advertising medium, MPA has a government affairs office in Washington and conducts circulation marketing, educational and financial management programs for its members. It also provides an umbrella for several allied industry organizations, including the Publishers Information Bureau (industry advertising statistics), the American Society of Magazine Editors and the Media Credit Association. Thus, only 60 percent of MPA's $6 million budget is devoted to promoting advertising sales.

MPA is different in another way. Its members are companies that publish magazines, rather than individual local cable, radio or TV stations, or individual newspapers. And since almost all of magazines' $6 billion-plus in ad revenue comes from national advertising, that's where MPA's promotional activities are focused.

With the smallest sales staff of the five bureaus (two full-time sales executives, one in New York, one in Detroit) MPA's marketing and sales activity is aimed at creating a favorable climate among agencies and advertisers for individual magazine's selling efforts. The association annually creates two major presentations aimed at specific advertiser categories—such as automobiles, food, health and beauty aids—and a generic magazine presentation. In addition to showings by MPA executives, the presentations are widely used by members as part of their own pitches to advertisers and agencies.

MPA's highest-profile activity is the annual Kelly Award for the year's best magazine advertising campaign. The award includes a $100,000 cash prize to the winning creative team. Aimed at the agency creative community, which MPA calls "the hidden influence in media decision-making," and backed by a strong trade advertising campaign that highlights the 25 finalists, the Kelly Award gives the industry a very visible showcase for the creative possibilities of magazines.

Despite its concentration on national advertising, MPA regards cable as perhaps its ultimate prime competitor because cable and magazines both position themselves to advertisers as supplemental buys, which provide a way to overcome network TV's growing undercoverage of upscale audiences.

To give substance to this positioning, MPA is currently involved in a major research study—eventually expected to cost $15 million—designed to document the impact of magazine ads in combination with TV commercials. A number of major agencies and advertisers are joining with magazine publishers to provide funding for the study, which began in 1988 and is slated to end in 1992.

"The study is getting a lot of attention from media directors and account people at agencies," says a journalist who covers the magazine business. "It's just what they needed to raise the profile of the magazine business."

Member dues, based on gross magazine revenues, account for approximately 75 percent of MPA's revenue. The remainder is derived from investment income, conferences, and seminar and management fees. ❑

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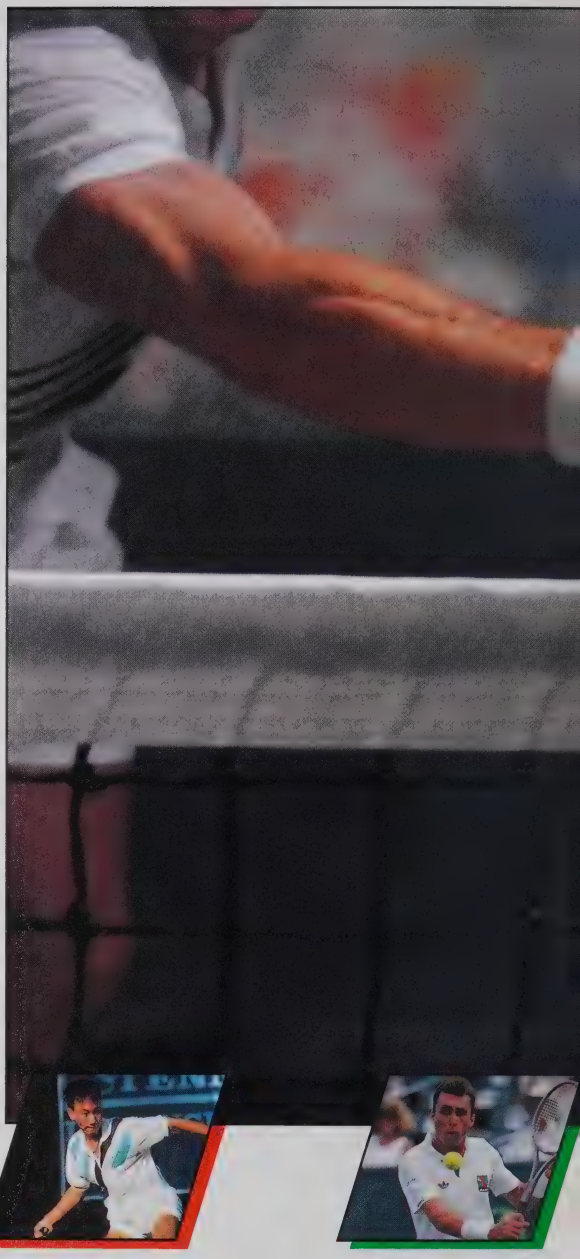
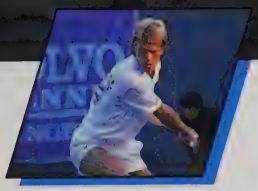




PRIME NETWORK™

TO THE SPORTS FAN,
THERE'S A WORLD OF DIFFERENCE.

Director of Marketing Brian Gruber at Heritage Cablevision in San Jose, Calif.

Frontline:

New "Pay" in San Jose

By Deborah S. Arney

It was exhilarating. He could physically taste the intensity—it was acidic, but he liked it.

That was 1989 for Brian Gruber, marketing director for Heritage Cablevision in San Jose, Calif. It was the year he radically changed the strategic direction of pay services.

When he arrived at the system in 1988, he was uncomfortable with the pricing of the pay services; he felt they were unfair to the customers. Management at Heritage corporate felt the same way. It was Gruber's job to change the pay structure and remarket the new packages—with management's full support.

Heritage had just completed its purchase of the system from Al Gilliland, an entreprenuer who started the system in the early 1970s. Heritage had been a 49 percent passive investor in the system, but the purchase was accelerated when Gilliland decided he wanted out. The system had performed very well financially; its prices were among the highest in the country. The kicker was that pay penetration was a sickly 20 percent.

"Can we dramatically lower prices and still perform financially?" was the question Gruber and General Manager Steve Reifschneider had to ask themselves. No mistakes could be made, there was too much at risk—the community was watching closely.

Gruber embarked on a detailed analysis of new packaging ideas and came back to Reifschneider with financial projections and significantly lower prices. The same package under Gillcable that cost $66.63 would now cost $43.95—a $22.68 difference. Now that would get the public's attention. Adding a second outlet under Gillcable would have boosted the price to $120.66! Heritage brought it down to $53.90. The new premium package included

Weekly meetings with key staff members address specific details on direct-mail pieces, media buys and bill stuffers.

HBO, Showtime, Bravo, TV Entertainment Magazine, a descrambler, a remote and a video control center that allows viewing while taping another channel.

The green light was given to Gruber to proceed, but the hard part still lay ahead, he needed massive support from the pay suppliers. The system would have to come close to breaking even to make this plan successful.

The next step was to ask the suppliers for proposals on pricing and marketing support. Indeed, the San Jose market was probably the number one pay opportunity in the industry. Suppliers were elated.

During negotiations, it was expected that HBO could double its business in just a few months. "Don't worry about license fees for a few years on incremental subs, we'll give you all the marketing support you need," Gruber was told. So the packages were implemented even though final deals had not been cut with Showtime, Disney or HBO. Direct-mail pieces had been designed, the transition was well underway.

Then the first boot dropped. The Time-Warner merger was in process and when it was finalized there was the small matter of the company's $14 billion debt. Deals with MSOs were approached with a little more caution than in the past. According to Gruber, when Heritage's San Jose deal went to HBO President Thayer Bigelow, he said, "In this new leverage environment—sorry, I'm not going to do this."

"By this time, we had already been told by HBO that it was basically a deal," said Gruber. "It's just a matter of a bureaucratic sign off. So we had moved ahead on development."

To Go or Not To Go

A smooth transition had suddenly become a cliffhanger. "We either had to blow off the whole project, which would have been the cautious approach, because after all, we were still making money. Or, we would have to trust that our suppliers, even when we rolled this out, would negotiate in good faith to give us the best possible deal, which in hindsight was probably naive or even fatal to my professional career."

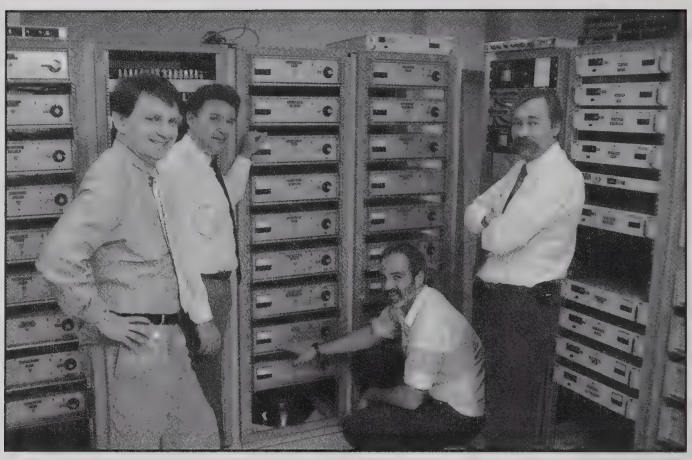
Gruber, Reifschneider and Heritage corporate decided

Six-Year System Growth

Date	Homes passed	Basics	Pays
12/24/85	214,870	109,789	43,791
12/24/86	232,637	117,621	42,960
12/24/87	254,584	130,403	46,655
12/24/88*	268,527	143,155	43,761
12/24/89	274,964	152,824	81,019
2/24/90	276,782	154,889	86,029

*Heritage completed purchase of the system from Gillcable in March of 1988.

Not one to limit himself, Gruber checks in at the headend to see what is happening on the technical side. Knowing every facet of the system from the ground up keeps him aware of the impact his marketing plans have on other departments.



to go full speed ahead, risky and stressful though it may be. "As it stands now," says Gruber, "we basically have certain guarantees and assurances in place so we are comfortable with it. But there is still some haggling going on.

"This whole thing could have blown up in our face, but these suppliers for years had been dragging their dog and pony shows in and out of our front door—begging this system to please lower prices. They said, 'We'll do anything. You're charging too much for our service, no wonder you can't grow your pays.' "

Gruber's promotion budget in 1989 was $1,013,616. In September through November of 1989—35,612 new pay units were added to the system, no small sum.

To continue the trend, the promotion budget for 1990 was increased 33 percent to $1,347,408. In January and February of this year another 5,010 new pay units were brought on.

In 1985 through 1988, pays were at a flat average of 43,000. In February 1990, pays reached 86,029.

All this wrangling by Heritage was met with caution by local community leaders. Historically, Gillcable had botched its relationship with the local paper, the *Mercury News* (owned by *Knight-Ridder*). Gilliland had also owned the local ABC affiliate and the local editors had a dim view of the cable service.

Heritage, in an effort to set things right, met with the editors on several occasions. The editors denied any bad feelings. Gruber, looking through rose-colored glasses, believes in the long term a better relationship can be developed with the paper.

Currently, the paper refuses to cover Heritage's good deeds, even though the system annually donates an average of $150,000 to local philanthropic projects such as The Children's Discovery Museum, YMCA, San Jose State and a school adoption program.

Weekly marketing meetings are held under Gruber's guidance, which address specific details on direct-mail pieces, bill stuffers, media buys and the like.

Monthly half-day meetings review the activities of the past 30 days and then focus on the upcoming month, with specific strategic planning.

Quarterly meetings are held for a full day out of the office. "This allows us to really clear our heads and think through the rest of the year," says Gruber. "Very effective in taking a reality check on if we are headed in the right direction."

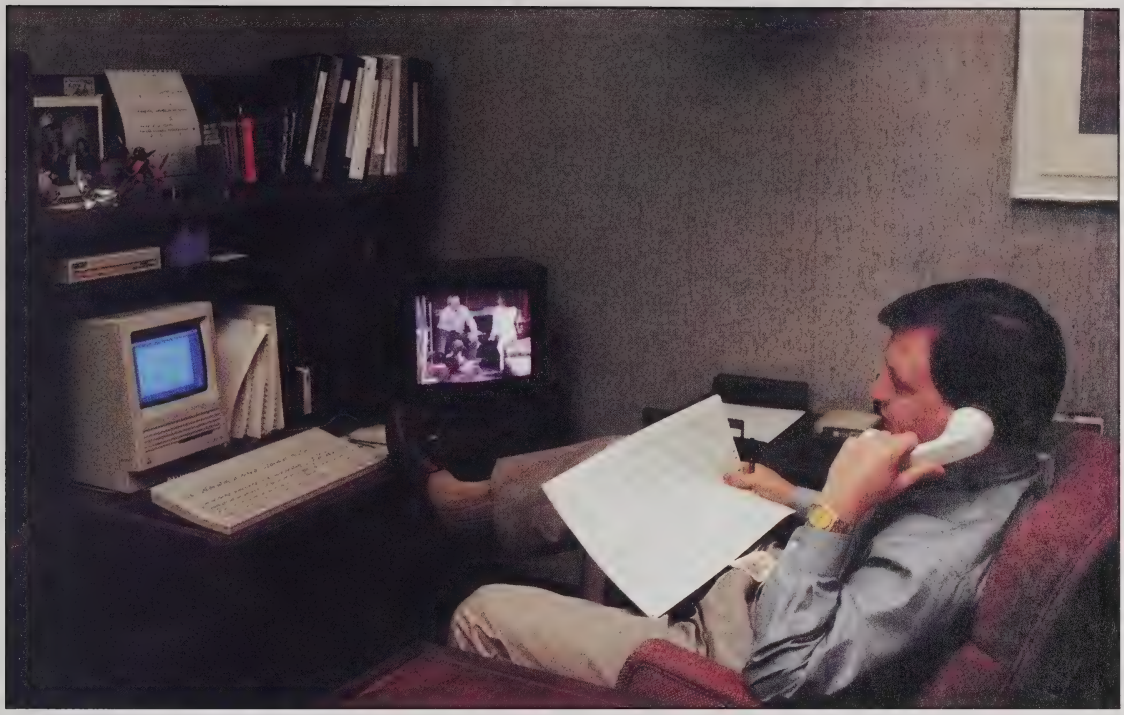
Beginning at the Bottom

Gruber, cognizant of cable's potential, made a decision in the early '80s to get into the industry at any level he could find a job. He had just finished his master's degree and wrote a thesis on cable, interviewing over 20 general managers in the Bay area.

Starting as a door-to-door sales representative for a United system in Cupertino, Calif., was his first position in cable. He moved on to be marketing manager at the TCI

San Jose Price Comparisons

1989		1990	
Basic Service	$19.95	Premium Value Pak 2	$43.95
Total Ent. Pkg.	$ 8.00		
• Descrambler		• Descrambler	
• Remote Control		• Remote Control	
• Video Control Center		• Video Control Center	
HBO	$14.51	• TV Entertainment Mag.	
Showtime	$14.51	• Bravo	
Bravo	$ 9.66	• HBO	
		• Showtime	
TOTAL	$66.63	TOTAL	$43.95
Add'l Outlet	$ 6.55	Add'l TV Pak	$ 9.95
Total Ent. Pkg.	$ 8.00	HBO	FREE!
HBO	$14.51	Showtime	FREE!
Showtime	$14.51	Bravo	FREE!
Bravo	$9.66		
TOTAL	$120.66	TOTAL	$53.90



Responsible for the customer service department, Gruber monitors incoming calls and data on how quickly and efficiently subscribers were handled.

system in San Mateo. While there, he had the good fortune to be introduced to Brian Lamb, head of C-SPAN. Lamb offered Gruber a job in Washington, and Gruber and his wife, Jane, moved to the nation's capital, where for the next three years he hosted call-in shows and myriad of other activities.

This was all very satisfying, but Gruber yearned to get back into a system and was soon offered a job at a Jones system in Albuquerque, N.M., where he stayed for two and a half years until coming to San Jose.

Gruber and his family (daughters Jenny, seven, and Andrea, four) are very happy in the Bay area. Dad is active in CTAM and the Bay Area Cable Club.

Growing up in an ethnically mixed housing project in east Brooklyn helped to mold Gruber's driving personality. His father was a taxi driver and his mother worked for the state. Prior to majoring in communications, Gruber studied philosophy and religion.

"Brian is very creative," says Reifschneider. "He has done a very good job of coming and looking at what made the operation work and then building on that base and how to improve it. He came in and was very concerned about the house of cards, if you will, and not pulling the wrong card and causing what was a very successful system to slip. He has been open to ideas that build on what's already here. He didn't come in and say—I've got to reinvent the wheel."

Healthy Competition Helps

Soothsayer Gruber predicts a competitive future for cable. "I think on one hand from a financial/investor point of view it's somewhat ominous to see announcements like Skycable and MMDS finally achieving its promise—maybe it will, maybe it won't. Possibly the telephone companies. And certainly if I was only concerned with stock prices, if I was an investor and I was just worried about a return on investment, that would concern me. However, as a marketer, I think that kind of competition and new environment both in terms of having to take customer service more seriously as we mature as an industry, and having to get more sophisticated in marketing because of competition and the penetration games aren't easy anymore. I think it's healthy. It will force us to work much harder, to develop programming genres that the customer will use. Increased public scrutiny will force us to market more intelligently. I get excited when I see things like Skycable and other new competitive threats on the horizon because in the end it will make for a much less complacent and a much more aggressive industry.

"After the Cable Act deregulation, there were some people in the industry who were too frantic to make a lot of money really quick, and didn't think about the long-term growth for the industry.

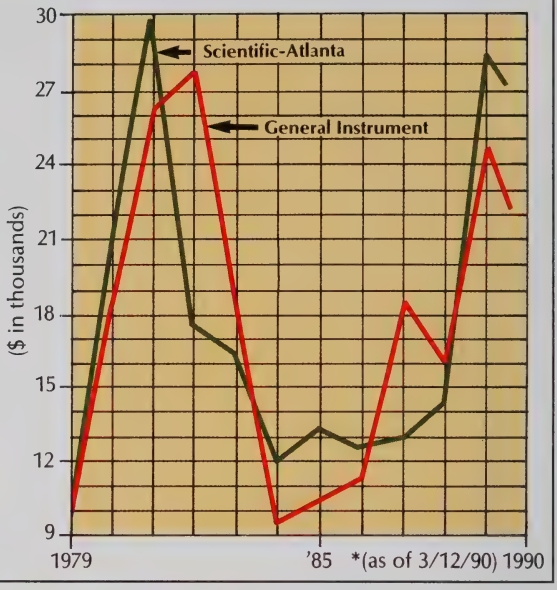
"If reasonable people prevail, and there are simply some limits placed on certain things, and just the recognition that cable is now a dominant medium and needs some fine tuning of the Cable Act in this new environment—I think that's a reasonable public policy position to take. If the result of re-regulation is to destroy the incentive for innovation in programming and customer service and investment in plant then that would be a really unfortunate outcome." ❑

What's It Worth?

If you invested $10,000 each in GI and SA on Jan. 1, 1980, and had left it (and if you re-invested cash and stock dividends), your money would have more than doubled.

If you spent $9,996 on 196 shares of GI stock to open 1980 (you spent the $4 left over on a sandwich), the paper's value would have swung with the cable and military industries' fortunes—and hit a year-end 1989 mark of $39.75/share. Although cable's re-reg worries depressed the stock to $35.625/share March 12, at that time your 1980 investment was worth $22,194.37, for a profit of $12,198.37 or 122 percent.

The same pattern tracked your Jan. 1, 1980, investment of $9,970.50 in 276 shares of SA stock. (You spent the $29.50 left over for dinner.) SA's stock closed 1989 at $23.75/share for a total value of $28,191.25. Cable re-reg depressed SA's value to a March 12 close of $23.125, leaving your paper worth $27,449.37. Still, you profited $17,487.87 or 175 percent.



Portfolio

Buy: Cable re-regs and telco-TV will only boost GI and SA

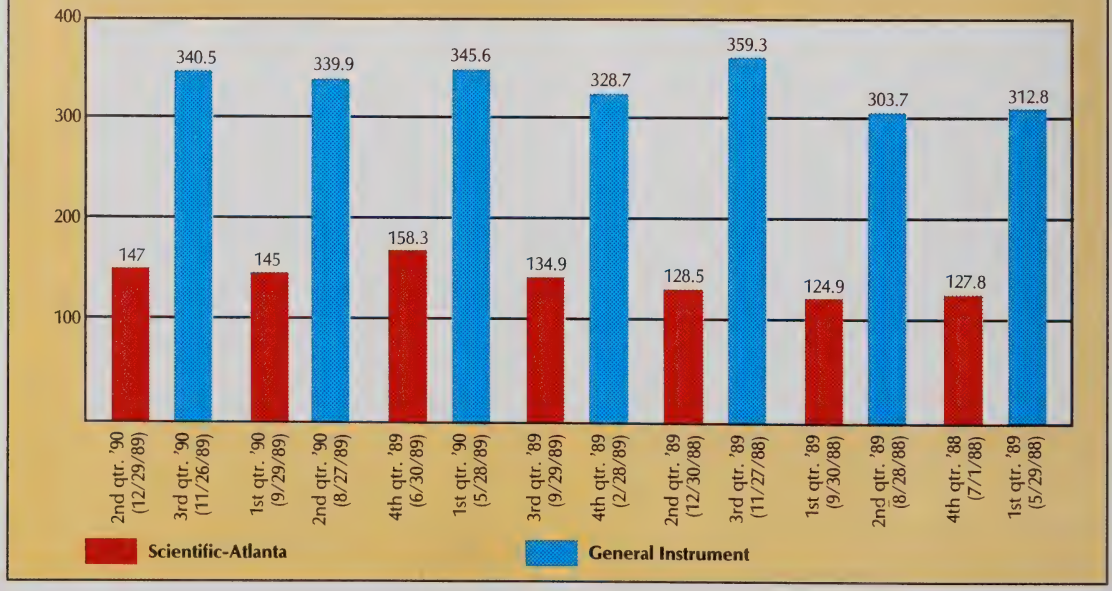
By J.L. Freeman

Buying stock in cable and satellite TV's major vendors seems nothing but good for the long-term "patient" investor.

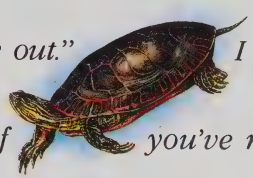
That opinion is led by Merrill Lynch Capital Markets, Deutsche

Quarterly Revenue Comparisons

($ in millions)



IT HAS *made millionaires out of paupers. It has earned the Nobel Prize. And by using it wisely, entrepreneurs have ended up running corporations. I'm referring to believing in yourself and your ideas. Taking a chance on your own merit and giving the world your best shot. Somebody once said, "Observe the turtle, he progresses only with his neck out."*



I think the same holds true for us two-legged creatures. If you've never taken a chance on yourself, at least think about it. Unless you do, you may never know what you're missing out on. And neither will the rest of the world.

Bill Daniels

Bill Daniels 3200 Cherry Creek South Drive, Suite 500, Denver, Colorado 80209

SOLD

October, 1989
CONSOLIDATED DEVELOPMENT CORPORATION
has sold its cable television assets passing 1,208 homes in the community of Florence, Arizona to
MISSION CABLE COMPANY, L.P.

SOLD

October, 1989
STEELVILLE TELEPHONE COMPANY
has sold its cable television system serving the community of Viburnum, Missouri to
FALCON/CAPITAL CABLE PARTNERS, L.P.

SOLD

October, 1989
AERIAL CABLEVISION, INC.
has sold its cable television assets passing 1,800 homes in the community of Big Sandy, Tennessee and portions of Benton County, Tennessee to
HORIZON COMMUNICATIONS, INC.

SOLD

October, 1989
HERITAGE CABLE, INC.
has sold its cable television assets passing 4,500 homes in St. Louis County, Missouri to
CABLE AMERICA CORPORATION

OUR REPUTATION...

SOLD

July, 1989
COX CABLE ARIZONA, INC.
has sold its cable television assets passing over 1,250 homes and serving 800 basic subscribers in Bagdad and Yarnell, Arizona to
MISSION CABLE COMPANY, L.P.

SOLD

July, 1989
21ST CENTURY TECHNOLOGY GROUP, INC.
has sold its cable television assets serving a portion of Johnson County, Kansas to
JONES INTERCABLE INVESTORS, L.P.

SOLD

July, 1989
SUN COUNTRY CABLE, INC.
has sold its cable television assets serving Clackamas County, Oregon to
CABLE ARIZONA CORPORATION

SOLD

June, 1989
W.Q. MEDIA, INC.
has sold its cable television assets passing 2,800 homes and serving 1,500 subscribers in Kansas and Missouri to
FALCON/CAPITAL CABLE PARTNERS, L.P.

ACQUIRED

June, 1989
MISSION CABLE COMPANY, L.P.
has acquired the cable television assets serving eleven communities in Oklahoma from
TRI-STAR CABLE, INC.

SOLD

June, 1989
PLANTATION CABLEVISION, INC.
has sold its cable television assets serving Fairfield Plantation, Georgia to
WOMETCO CABLE TV OF GEORGIA, INC.

SOLD

April, 1989
CABLE TV OF SEDAN
has sold its cable television assets serving the community of Sedan, Kansas to
MISSION CABLE COMPANY, L.P.

SOLD

March, 1989
HERITAGE CABLE, INC.
has sold its cable television assets serving portions of Jefferson City and Columbia, Missouri to
TELE-COMMUNICATIONS, INC.

DEPEND ON IT, COAST TO COAST!

SOLD

January, 1989
FORT CABLEVISION, INC.
has sold its cable television assets passing over 4,400 homes and serving 3,700 basic subscribers in Fort Scott, Kansas to
W.K. COMMUNICATIONS, INC.

SOLD

January, 1989
HIGH PLAINS COMMUNICATIONS, INC.
has sold its cable television assets serving the communities of Ashland and Protection, Kansas to
MISSION CABLE COMPANY, L.P.

August, 1989
Senior Secured Debt has been arranged for
SATELLITE MOVIE COMPANY, INC.
from
NORWEST BANK
Minneapolis, Minnesota.

SOLD

October, 1989
W.A.V., INC.
has sold its cable television assets serving portions of Contra Costa County, California to
TELEVENTS, INC. AND TELEVENTS OF EAST COUNTY, INC.

March, 1989
Senior Secured Debt has been arranged for
BRADFORD COMMUNICATIONS, INC.
from
AMERITRUST COMPANY, N.A.
Cleveland, Ohio

January, 1989
Senior Secured Debt has been arranged for
SHOWCASE CABLEVISION OF NEW ENGLAND, INC.
from
AMERITRUST COMPANY, N.A.
Cleveland, Ohio

SOLD

January, 1989
DILL CITY CABLE
has sold its cable television assets serving several communities in Central and Western Oklahoma to
MISSION CABLE COMPANY, L.P.

SOLD

December, 1989
MAPLE HILL CABLE TELEVISION COMPANY AND ANTENNA SYSTEMS
has sold its cable television assets serving Maple Hill, Kansas and Shawnee County, Kansas to
TELE-COMMUNICATIONS OF KANSAS, INC.

SOLD

December, 1989
SKYWALKER COMMUNICATIONS, INC.
has sold its cable television assets serving portions of St. Charles County, Missouri to
CABLE AMERICA CORPORATION

SOLD

February, 1989
BUCKLIN COMMUNITY TV, INC. & COLDWATER COMMUNITY TV, INC.
have sold their cable television assets serving Hammon and Cantle, Oklahoma and Bucklin and Coldwater, Kansas to
MISSION CABLE COMPANY, L.P.

SOLD

January, 1989
FIRST CABLE AND LAND CORPORATION
has sold its cable television assets serving portions of Polk and Hickory County, Missouri to
ENSTAR CABLE OF CUMBERLAND VALLEY

SOLD

November, 1989
LIBERTY CABLE DEVELOPMENT GROUP
has sold its cable television assets passing 1,600 homes in St. Charles and St. Louis counties, Missouri to
CABLE AMERICA CORPORATION

SOLD

July, 1989
EAGLE CABLE PARTNERS
has sold its cable television assets passing 27,000 homes and serving 13,530 subscribers in the states of Oklahoma and Texas to
MISSION CABLE COMPANY, L.P.

June, 1989
$10,000,000.00
IN SENIOR SECURED DEBT
has been arranged for
W.A.V., INC.

SOLD

February, 1989
REDDEN ENTERPRISES, INC.
has sold its cable television assets passing over 7,000 homes and serving 4,000 basic subscribers in eleven communities in Oklahoma and Texas to
MISSION CABLE COMPANY, L.P.

SOLD

January, 1989
COLE COUNTY CABLEVISION, INC.
CHRISTIAN COUNTY CABLEVISION, INC.
have sold their cable television assets passing 9,800 homes and serving 5,700 basic subscribers in Missouri and Kansas to
W.K. COMMUNICATIONS, INC.

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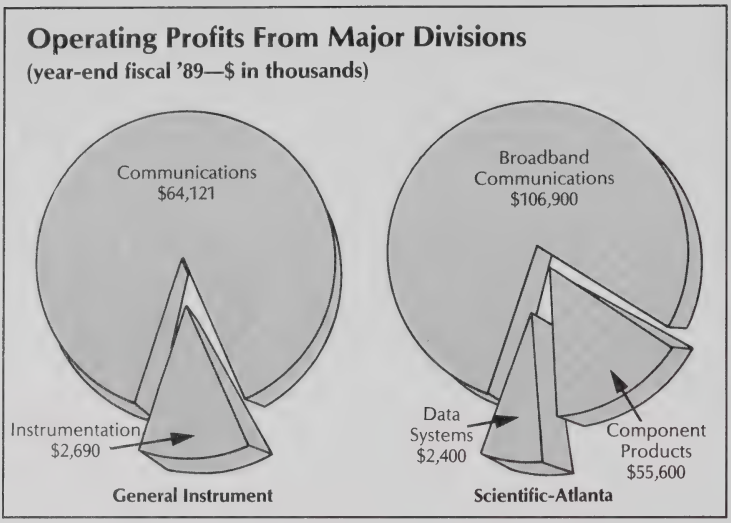
(913) 273-0017

ATLANTA
1806 Overlake Drive
Suite D
Conyers, GA 30208
(404) 388-0606



Scientific-Atlanta

SFA	NYSE
Price 3/2/90	$22.50
Market Cap.	$528.7 mil.
DLJ rating	Buy
Merrill Lynch rating	Neutral
Deutsch Bank rating	Buy
Return on stockholder equity*	16.2%
Dividend/share	$0.04
Div. Yield	0.5%

*Second quarter '90.

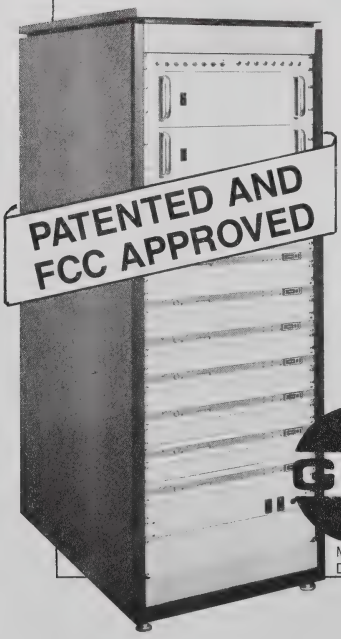
Bank Group and Donaldson, Lufkin and Jenrette (DLJ), major stock analysts who all have *buy* recommendations out—and have for awhile—on General Instrument Corp. and Scientific-Atlanta Inc.

Both companies are ripe for stock growth, analysts are saying. They both are benefiting from company restructurings that lessened inefficiencies and improved operating margins. And while both have non-cable TV segments, sonar and radar tracking for instance, they are dominated by the high-growth TV business.

Also, because GI and SA dominate the cable/satellite TV equipment worlds—GI about 55 percent and SA about 25 percent—and will continue to do so, the about-to-boom international market could fall to them. Both companies are increasing their presence and strengths on both the European and Asian coasts, and securing contracts.

The current "problems" on cable TV's political/competitive front will do nothing but increase equipment purchases for the next several years. Any other scenario just doesn't fit long term, the analysts argue.

ELIMINATE COSTLY COMBINING AND FILTERING NETWORKS...



- 1-watt per channel
- up to 31 channels
- great for 'fillin' or extension
- technical back up from telecommunications giant-GPT
- reaches to 10 miles radius (will be affected by tower height & terrain)

A COST EFFECTIVE ANSWER:

If you are even considering wireless (MMDS) then be sure to check out GPT's new low power, simplified delivery system.

LOW COST—HIGH QUALITY: Sounds contradictory but consider that this system eliminates over 50% of the components usually found in high power units. (1 combiner, 1 power amp) A block of 8 quality television signals—at a fraction of the cost.

WIDEBAND: Enjoy the full FCC band allocation (up to 31 channels).

COMPATIBLE: No need to 'chuck' everything when you upgrade. This system grows with you. Extend from a trunk, change power—whatever. The LMMDS unit will expand with you. And remember it's compatible with any scrambling technique and is PAL, SECAM & NTSC friendly.

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General Instrument

GRL	NYSE, Midwest, London, Pacific
Price 3/2/90	$34.50
Market Cap.	$940.1 mil.
DLJ rating	Buy
Merrill Lynch rating	Neutral
Deutsch Bank rating	Buy
Return on stockholder equity*	16.6%
Dividend/share	$0.50
Div. Yield	1.4%

*Estimated year-end '90.

"Comments by Tele-Communications Inc. . . . (that it) may have to cut its capital spending budget (should re-regulation happen as threatened) prompted a sell-off in the stock of supplier GI and SA as well as in the shares of systems operators. We believe investors have misinterpreted recent developments, thereby providing a buying opportunity," said Harry Rosenthal, Deutsche Bank, March 5. "The threat of new restrictive regulations that might be imposed on cable operators and the congressional hearings on legislation account, in our opinion, for the timing of the statement which caused the recent confusion . . . Most of this can be characterized as political sabre-rattling."

DLJ's Eric Buck agreed: "Apparently in sympathy (to operator stocks down on re-regulation threats), the cable equipment stocks have similarly struggled falling about 15 percent since the end of 1989."

However, "Cable companies cannot economically justify a cut in their capital improvement programs," Buck wrote March 5, "and we expect re-regulation to actually prove to be stimulative rather than constrictive to construction activity. Thus, we believe the recent weakness in the shares of GI and SA are unwarranted. We continue to believe that both of these companies can generate earnings growth at above average rates with below average risk. Therefore, we believe the companies warrant premium, rather than discount, valuations. Although the shares may languish near term as the re-regulation issue continues to haunt the system operators, we believe the underlying fundamental value of these companies is unimpaired and that patient investors will be handsomely rewarded."

While Merrill's Joseph Bellace agreed with the basic analysis concerning regulation and vendors, he disagreed on the impact of TCI's announcement.

Feb. 20 he lowered his intermediate term ratings on GI and SA to neutral from above average. "Any delays implemented by TCI would hurt the cable TV equipment businesses of GI and SA . . . We may

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Analyst's Year-End Estimates

(in millions of dollars)

Scientific-Atlanta	**1990**	**1991**
Sales	$605,000-625,000	$660,800
Net Earnings	$42,400 - 44,000	$43,500-51,100
Earnings per Share (Primary)	$1.85-1.95	$2.10-2.20
General Instrument	**1990**	**1991**
Sales	$1,350-1,382.5	$1,430-1,534.4
Net Earnings	$88.5-89.7	$92.1-92.4
Earnings per Share	$2.93-2.95	$3.30-3.55

"Where Does All The Money Go?"

by Stephen R. Effros, President, CATA

It's not cheap to run a cable television system. Yet in most cities and towns, cable subscribers receive a 24-hour panoply of entertainment, information and education for less than 50 cents a day—the newstand cost of many daily newspapers.

Nevertheless, cable operators realize that their monthly fees are perceived as a major investment by consumers. So operators aggressively invest subscriber revenues to improve their systems.

In programming, the cable operator's investment has jumped dramatically, thanks in part to rate deregulation. In 1984, two years before rates were deregulated, cable operators spent $302 million for basic cable programming. Three years *after* deregulation, in 1989, operators spent $959 million.

In addition, there were 48 networks serving cable subscribers in 1984. By 1989, that number had nearly *tripled,* to 124.

Similar increases have enhanced the reach and technology of cable systems. Before deregulation, operators spent $217 million to upgrade existing cable systems in 1984. But they pumped over $515 million into upgrades last year; when you add new cable construction, the industry spent a total of *$1.7 billion* on system construction in 1989.

Millions of dollars are spent annually on telephone answering systems, billing procedures, installation and repair services, and subscriber information programs. Millions more will be spent to implement a comprehensive program of customer service standards. And operators contribute heavily to their local communities: *$4.7 billion* was spent on franchise fees through the 1980s, three-quarters of a billion dollars last year alone.

Stephen R. Effros

Not bad for a business whose subscriber rates have trailed inflation by 35 percent since 1972.

So here is the challenge. How do we get these facts to Capitol Hill? I have given you all the ammunition you need with the facts in this article combined with your own local numbers. Now it's your turn. Write a letter in your own words, on your stationary, telling your story, and get it to your representatives *today!* Here's an even bigger challenge. How many of you can get yor local Mayor to write that letter? We are getting lots of them written from Mayors who are happy with their system and the relationship with their operator and are willing not only to "put it in writing," but look forward to telling the "feds" to stay out of our business. Be sure CATA (P.O. Box 1005, Fairfax, VA 20230) gets a copy of anything sent!

cata

Community Antenna Television Association
P.O. Box 1005
3977 Chain Bridge Road Fairfax, VA 22030
(703) 691-8875 FAX (703) 691-8911

see other system operators following TCI's lead and rethinking capital spending plans for 1990 . . . Both SA and GI stocks are near 52-week highs, and thus may be susceptible to profit-taking with the development of this potentially negative news."

Otherwise, all three agreed that congressional threats of re-regulation or letting the telephone companies into the business will only boost GI and SA long term: Under such threats cable operators must be moving to better their systems (and their operating margins) via NCTA-backed Industry Service Guidelines, channel expansions, picture quality upgrades, off-premises technology, improved telephone and other service aspects.

"We strongly reject any suggestion that cable operators will commit political suicide by slowing their systems improvements at the very time the politicians are considering allowing new competition into their markets," Rosenthal wrote.

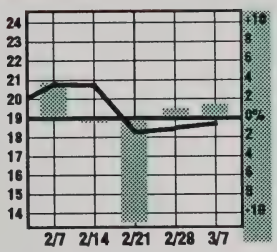
SA Notes

- "Although SA was playing catch-up in addressable CATV systems, it has taken a leadership role in fiber optics and HDTV."—Buck, DLJ.
- "Results in the Instrumentation/Government segment continue to be mixed. Telecommunications instrumentation, antenna systems and anti-submarine warfare product lines are showing improved results while program delays and cost overruns continue to plague other areas of the segment. This area, however is undergoing increased restructuring and retooling efforts."—Buck, DLJ.

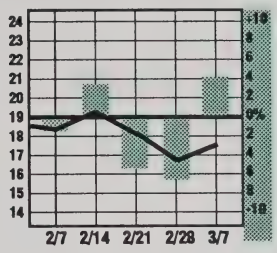
GI Notes

- Losses in the Lottery Division are shrinking but at least Buck and Deutsche's Rosenthal were anticipating (urging) GI sell off this unit. "The military business looks solid," Rosenthal wrote Feb. 20. But he continued: "The Data Systems segment as a whole—wagering and the military along with the discarded keyboard business—earned $2.4 million on $221 million last year. The financial community would welcome continued divestitures . . . of operations in this area."

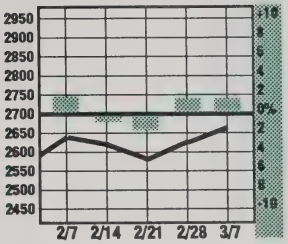
MSO's Media Stock Index Report



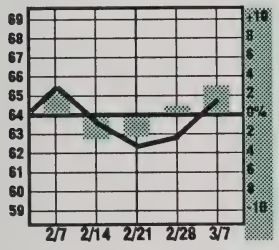
MSO Cable Mfrs. Index
Close 18.87, up 0.31; +1.67%



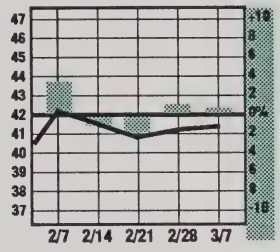
MSO Cable Operators Index
Close 17.59, up 0.70; +4.14%



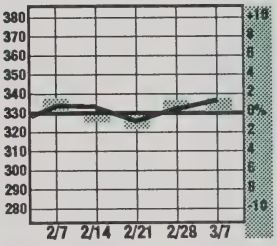
Dow Jones Industrials
Close 2669.59, up 42.34; +1.61%



MSO Transmedia Index
Close 64.79, up 1.84; +2.92%



MSO Prog/Nets Index
Close 41.44, up 0.22; +0.53%



S&P 500 Index
Close 336.95, up 5.06; +1.52%

MSO indices are weighted composite averages of the stock prices of major publicly traded concerns in each of the areas of cable television operations, programming/networks, hardware and other services, and transmedia.

–Index close

–% Change from prior week

Ad Index

A&E 22, 23
Anixter 60
Arvis 43
Cable Films 41
CATA 42
CTV Media Inc. 11
Daniels & Associates 37
FNN 5
Hardesty Puckett 38, 39
HBO/Cinemax 19
In Court 15
Lifetime 13
MDS Inc. 40
Prime Network 30, 31
SCTE 49
The Learning Channel 59
The Travel Channel 17
The Science Fiction Channel 2, 3
Tuxxedo Network 41

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March 1990

Company (Exchange)	Symbol	High*	Low*	Close	Monthly Change Amt	Monthly Change Pct	52-Week High	52-Week Low	Total Volume This Period	% Shrs. Out-standing	Average Daily Vol Last 52 Week	Average Daily Vol This Period	Last Fiscal Year	Latest 12 Months vs Preceding 12 Months Change Amt	Latest 12 Months vs Preceding 12 Months Change Pct	5-Year Annual Growth Rate	Profit Margin	Latest P/E Ratio	Indicated Dvd. Rate Amt.	Indicated Dvd. Rate Yield	Last X-Dvd Date	Last Fiscal Year Revenue	Last Fiscal Year Earnings	Current Ratio	Last Fiscal Year (Per Share) Long Term Debt	Last Fiscal Year (Per Share) Common Stock Equity	Last Balance Sheet Date
-	-	$	$	$	%	%	$	$	(100)	%	(100)	(100)	%	$	%	%	%	-	$	%	-	$ Mil	$ Mil	-	$	$	-
Cable Operators																											
Acton Cp (A)	ATN	13.25	12.50	12.88	.13	.98	24.13	12.50	85	.53	56	.8	-1.08	5.15	N NE	NC	-.5	2.9	.00	.0	06-26-87	142.1	-.7	.0	25.96	31.87	1288
Am Tel & Com (O)	ATCMA	36.50	32.25	34.00	1.75	5.43	54.50	32.25	5,238	2.67	1,542	476	.87	.22	F 33.8	NC	9.8	39.1	.00	.0	00-00-00	973.4	95.1	.0	6.66	2.40	1288
Cablevi Syst (A)	CVC	31.00	25.25	26.13	-3.25	-11.06	47.25	25.25	2,909	1.31	118	264	-7.12	.32	F NE	NC	-31.2	NE	.00	.0	00-00-00	492.7	-153.6	.0	57.84	-12.45	1288
Centel Cp (N)	CNT	36.00	29.25	34.38	1.00	3.00	45.03	28.38	7,899	.63	1,523	718	6.83	5.95	F 676.1	23	37.4	5.0	.85	2.5	04-02-90	1187.7	443.8	.2	4.23	10.43	1288
Century Comm (A)	CTY	10.13	7.75	8.63	.13	1.47	16.63	7.75	2,178	.33	224	198	-.55	-.74	S NE	NC	-18.7	NE	.00	.0	09-18-89	190.0	-35.6	.3	13.89	-.57	0589
Comcast Cp (O)	CMCSA	15.25	12.75	14.75	1.13	8.26	29.63	12.75	16,975	1.61	2,271	1,543	-.71	-1.07	N NE	NC	-10.6	NE	.12	.8	03-02-90	449.9	-47.6	2.0	19.93	3.07	1288
Falcon Cable (A)	FAL	18.00	16.00	16.75	-.25	-1.47	21.75	16.00	871	1.36	66	79	-.77	-.59	F NE	NC	-16.3	NE	2.16	12.9	12-22-89	92.1	-4.9	.0	8.72	2.16	1288
Galaxy Cablevsn (A)	GTV	19.00	18.00	18.50	.00	.00	26.00	18.00	213	.99	36	19	-1.58	-1.82	N -100.0	NC	-31.2	NE	1.40	7.6	12-22-89	10.9	-3.4	.0	.19	12.51	1288
Jones Int Inv (A)	JTV	13.38	10.63	13.13	2.38	22.09	15.38	10.63	1,247	1.50	107	113	-1.37	-1.34	N NC	NC	-42.6	NE	1.55	11.8	02-23-90	27.0	-11.5	.0	4.43	8.78	1288
Jones Intercable (O)	JOIN	11.50	10.63	10.63	-.25	-2.30	20.88	10.63	1,054	.85	92	96	-1.96	-3.60	S -100.0	NC	-33.7	NE	.00	.0	04-01-85	72.1	-24.3	.0	26.10	5.02	0589
Knight-Ridder (N)	KRI	57.25	53.75	55.88	.25	.45	58.38	42.88	7,456	1.44	870	678	3.43	.67	F 24.3	.9	7.9	16.3	1.32	2.4	12-21-89	2268.3	179.8	1.1	13.69	15.47	1288
Media General (A)	MEGA	30.00	27.75	28.25	-1.75	-5.83	40.50	27.50	1,061	.41	290	96	.80	.49	F 158.1	-15	3.4	35.3	.44	1.6	02-12-90	606.4	20.7	1.4	10.91	9.80	1288
Scripps Howard (O)	SCRP	61.50	60.00	60.00	.00	.00	81.00	57.50	185	.18	6	17	2.04	.44	F 27.5	-1	7.0	29.4	1.00	1.7	02-16-90	300.4	21.0	1.7	27.92	14.77	1288
Tele-Commun A (O)	TCOMA	15.38	13.25	14.00	-.25	-1.75	21.38	13.25	171,595	4.86	12,746	15,600	.16	-.51	N -100.0	NC	2.3	NE	.00	.0	10-02-89	2478.4	56.0	.0	17.57	3.41	1288
TCI Cable TV (O)	TCAT	14.00	12.25	13.25	.25	1.92	21.13	12.25	2,479	1.02	302	225	.45	.05	F 12.5	10	13.6	29.4	.24	1.8	01-03-90	79.5	10.8	.0	8.93	2.72	0989
Times Mirror (N)	TMC	39.38	32.13	39.00	4.00	11.43	45.00	32.13	23,245	1.80	1,510	2,113	2.30	-.28	F -10.9	.7	8.5	17.0	1.08	2.8	05-21-90	3517.5	298.0	1.6	6.85	13.17	1288
WshPst (N)	WPO	272.00	261.00	264.50	-.75	-.28	311.00	209.00	1,061	.83	79	96	15.50	-5.41	F -25.9	25	13.7	17.1	4.00	1.5	04-06-90	1444.1	197.9	2.6	12.03	67.49	1288
Programmers / Networks																											
Cap Cities/ABC (N)	CCB	514.00	494.00	196.50	-2.00	-.39	574.00	370.00	2,809	1.56	244	255	22.31	3.52	N 16.5	21	8.1	20.5	.20	.0	12-26-89	4723.5	387.1	2.7	94.01	166.09	1288
Carolco Pict (N)	CRC	11.50	9.88	10.50	-.13	-1.18	12.63	7.75	3,325	1.12	350	322	1.15	-.11	N -12.1	NC	22.4	13.1	.00	.0	00-00-00	158.8	55.5	.6	3.89	3.84	1288
Disney Walt Co (N)	DIS	116.38	104.50	115.00	5.50	5.02	136.25	75.25	36,873	2.89	4,857	3,534	3.80	.76	N 20.1	75	14.9	25.3	.58	.5	04-06-90	3497.1	522.0	.0	3.18	17.71	0989
Fint News Net (O)	FNNI	7.38	6.75	7.00	-.13	-1.75	10.13	6.25	2,711	1.50	770	245	.17	.26	S NC	NC	6.7	26.9	.00	.0	00-00-00	44.6	3.0	1.4	.21	2.11	0989
Fries Entertain (A)	FE	2.38	2.00	2.25	.25	12.50	3.38	1.63	90	.19	33	8	-.97	-.66	S NC	NC	-13.5	NE	.00	.0	03-19-86	34.8	-4.7	.0	8.68	4.12	0589
Gen Electric (N)	GE	63.63	60.13	63.25	1.50	2.43	67.00	43.75	157,594	1.75	14,305	14,327	4.36	.61	F 16.3	.11	7.2	14.5	1.88	3.0	02-28-90	54600.0	3939.0	.0	16.72	20.47	1288
Home Shop Ntwk (A)	HSN	7.50	6.25	6.88	.25	3.77	9.13	3.00	20,262	2.26	1,697	1,842	-.25	-.33	S -100.0	NC	-2.9	NE	.00	.0	01-20-87	774.3	-22.1	2.2	3.17	1.56	0689
King Wld Prods (N)	KWP	42.63	38.75	40.00	1.00	2.56	43.50	23.00	7,093	2.81	877	645	2.91	.50	Q 19.1	50	18.5	12.8	.00	.0	09-11-86	396.4	73.2	1.3	3.55	2.47	0689
Kings Road Ent (O)	KREN	.25	.16	.16	-.09	-37.50	1.44	.16	1,927	3.79	114	175	-.94	.76	F NE	NC	-23.8	NE	.00	.0	00-00-00	20.2	4.8	.4	1.03	.77	0488
Live Entrmnt (O)	LIVE	19.25	14.25	19.25	4.75	32.76	24.50	13.38	14,050	12.57	935	1,277	2.15	1.34	F 165.4	NC	5.0	9.0	.00	.0	06-01-88	352.1	17.5	1.6	10.82	9.08	1288
MCA Inc (N)	MCA	57.75	51.50	52.38	-2.00	-3.68	71.38	49.63	33,180	4.53	3,053	3,016	2.62	.36	F 15.9	11	5.7	20.0	.68	1.3	03-22-90	3382.3	191.8	2.2	16.93	23.16	1288
MGM/UACom (N)	MGM	18.25	11.38	17.38	3.63	26.36	23.13	10.75	29,627	5.67	760	2,602	-1.48	1.02	Q NE	NC	-8.5	NE	.18	1.0	03-28-90	882.6	-74.7	.0	8.28	6.49	0989
New Line Cine (A)	NLN	11.13	7.75	10.13	1.63	19.12	11.13	5.00	7,711	12.45	139	701	.10	-.65	F -86.7	NC	1.2	NM	.00	.0	11-04-88	57.2	.7	.0	1.57	3.55	1288
News Cp Ltd (N)	NWS	17.13	14.88	17.00	2.13	14.29	27.13	14.88	15,728	1.17	1,320	1,430	2.39	-.10	S -5.2	NC	6.3	9.4	.13	.8	09-06-89	5957.9	375.4	1.0	41.40	18.90	0689
Orion Pictures (N)	OPC	23.50	20.13	21.88	1.50	7.36	27.00	15.13	2,504	1.39	381	228	.79	.28	N 51.9	NC	3.0	26.7	.00	.0	00-00-00	468.9	13.9	.0	25.16	9.33	0299
Paramount Comm (N)	PCI	46.50	41.63	45.38	2.63	6.14	66.38	41.50	46,725	3.93	7,381	4,248	12.30	8.63	Q 264.7	44	43.2	3.8	.70	1.5	03-12-90	3391.6	1465.4	2.5	6.03	30.98	1089
Pathe Comm (N)	PCC	6.38	3.75	5.25	1.25	31.25	6.38	2.63	8,673	4.83	149	807	-1.06	-1.18	N NC	NC	-1.9	NE	.00	.0	00-00-00	447.8	-8.5	.0	16.11	3.96	1288
Playboy Entrp (N)	PLA	14.25	13.00	14.25	.88	6.54	18.38	12.50	298	.32	22	27	-.41	-.16	S NC	NC	-2.3	NE	.00	.0	00-00-00	166.2	-3.9	2.5	.28	3.21	0688
Prism Entrmt (A)	PRZ	3.63	2.88	3.50	.50	16.67	4.25	2.50	219	.99	28	20	.22	.46	N NE	NC	2.5	12.5	.00	.0	00-00-00	19.7	.5	1.4	.00	3.99	0199
Pulitzer Publishing (O)	PLTZ	28.75	27.25	27.50	-1.00	-3.51	30.75	25.00	579	.55	92	53	3.00	1.12	F 59.6	21	7.8	9.2	.50	1.8	01-08-90	402.2	31.4	1.9	7.31	2.01	1288
Qintex Entertnt (O)	QNTXQ	.94	.63	.81	.06	8.33	10.00	.50	2,589	.20	884	235	-1.55	-1.08	* NE	NC	-36.5	NE	.00	.0	00-00-00	90.9	-33.2	.0	2.37	1.29	0789
QVC Network (O)	QVCN	17.38	15.63	17.13	1.25	7.87	20.88	8.63	12,183	8.07	935	1,106	.35	-.25	F -41.7	NC	1.4	48.9	.00	.0	12-23-89	453.3	6.3	1.6	1.25	3.28	0189
Republic Picts A (O)	RPICA	9.00	7.00	8.25	.75	10.00	12.50	6.75	999	2.34	142	91	.23	.16	F 228.6	NC	2.2	35.9	.00	.0	00-00-00	46.5	1.0	2.1	1.43	4.01	1288
Spelling Ent (A)	SP	11.38	9.63	10.00	.00	.00	12.88	7.25	1,399	.42	223	127	.48	-.46	Q -55.4	NC	8.7	27.0	.00	.0	00-00-00	143.9	12.5	1.6	1.76	5.42	0789
Time Warner (N)	TWX	102.75	88.25	96.25	-.25	-.26	182.75	88.25	22,725	3.53	4,580	2,066	-4.34	-9.35	F -100.0	NC	-3.3	NE	1.00	1.0	02-20-90	7642.0	-256.0	1.5	26.19	23.97	1288
Turner Bdct A (A)	TBSA	47.63	44.88	47.50	1.50	3.26	64.00	24.63	241	.05	91	22	-3.18	1.39	N NE	NC	-11.7	NE	.00	.0	00-00-00	806.6	-94.5	1.2	27.23	-13.73	1288
Viacom Inc (A)	VIA	53.75	49.50	52.38	2.38	4.75	65.25	38.00	564	.11	212	51	2.13	5.67	F NE	NC	9.1	24.6	.00	.0	00-00-00	1436.2	131.1	.7	40.96	6.41	1288
Suppliers-Service Providers																											
Artel Comm Cp (O)	AXXXX	7.88	7.38	7.63	.13	1.67	8.75	2.69	3,813	10.37	452	347	.28	.58	F NE	NC	9.0	27.2	.00	.0	00-00-00	12.2	1.1	3.5	.03	1.41	1289
Blockbuster Ent (N)	BV	17.25	14.38	16.75	1.88	12.61	21.63	12.44	27,954	3.90	4,652	2,541	.57	.28	F 96.6	NC	11.0	29.4	.00	.0	05-31-89	402.5	44.2	.8	.41	1.98	1288
Burrup & Sims Inc (O)	BSIM	17.13	14.00	14.50	-.80	-5.69	23.75	14.00	8,170	6.49	881	743	.90	.38	N -44.7	NC	5.2	30.9	.00	.0	00-00-00	178.4	9.2	2.6	3.98	4.68	0489
C COR Electronics (O)	CCBL	11.75	9.25	11.00	1.00	10.00	17.00	9.00	1,443	3.37	340	131	1.21	.28	S 35.4	NC	9.7	10.3	.00	.0	01-31-89	153.6	5.2	3.1	.12	4.65	0989
Chyron Cp (N)	CHY	2.13	1.63	2.00	.38	23.08	4.53	1.63	1,582	1.37	125	144	-.18	-.08	S NE	NC	-4.3	NE	.00	.0	02-01-90	44.2	-1.9	1.2	.01	2.64	0989
Decom Sys (O)	DSII	1.00	.88	.94	.06	7.14	1.56	.88	31	.11	16	3	.17	.86	Q NE	NC	6.3	6.7	.00	.0	00-00-00	8.0	.5	1.8	.59	.44	0989
Eastman Kodak (N)	EK	40.38	36.88	38.13	.50	1.33	52.38	36.75	96,208	3.03	11,119	8,928	4.31	-1.32	N -32.2	.19	8.2	13.7	2.00	5.2	02-23-90	17034.0	1397.0	1.5	23.98	20.90	1288
Entertainment Mkt (A)	EM	2.13	1.50	1.88	.25	15.38	2.88	1.38	1,432	1.14	239	130	-1.24	-1.26	N NE	NC	-8.3	NE	.00	.0	12-30-86	187.5	-15.6	3.4	3.62	1.65	0189
Foote Cone Bld (N)	FCB	28.88	27.38	28.75	.75	2.68	32.00	22.88	894	.64	146	81	1.94	.33	F 20.5	-.4	6.0	14.6	1.20	4.2	03-14-90	326.1	19.6	1.1	2.17	15.09	1288
Gen Instrument (N)	GRL	36.63	32.13	34.38	-1.13	-.36	42.25	27.00	18,522	6.78	3,193	1,684	2.55	.58	N 23.0	NC	6.6	11.1	.50	1.5	03-23-90	1304.7	85.5	1.9	6.86	18.64	0299
Grey Advertising (O)	GREY	160.00	146.00	160.00	10.00	6.67	170.00	120.00	3	.03	7	0	10.44	-4.23	F -10.5	.8	3.4	15.3	2.70	1.7	03-01-90	411.1	13.9	1.0	2.51	73.85	1288
Harris Cp (N)	HRS	31.88	28.75	31.88	2.88	9.91	39.50	21.50	10,907	2.81	1,148	992	.55	.92	S -53.2	-.18	1.0	39.4	.96	3.0	02-28-90	2213.6	21.4	1.2	8.12	24.45	0689
Hitachi Ltd (N)	HIT	105.38	96.25	98.88	4.75	4.58	123.25	96.25	1,778	.06	130	162	.45	.11	S 29.7	-.36	2.9	NM	.54	.5	09-22-89	49495.6	1406.0	1.5	13.08	57.28	0289
Interpublic Grp (N)	IPG	33.63	29.75	33.50	3.00	9.84	37.88	25.94	4,161	1.21	597	378	2.10	.29	F 16.0	.16	5.6	16.0	.68	2.0	02-26-90	1256.9	70.6	1.2	1.22	9.53	1288
M/A - Com (N)	MAI	5.13	4.25	4.25	-.25	-5.56	8.50	3.88	6,958	2.91	521	633	.01	-5.50	Q -100.0	NC	NE	.00	.00	.0	09-12-89	441.1	.2	1.7	4.13	8.49	0989
Matsushita Elec (N)	MC	150.00	129.75	132.00	-12.25	-8.49	186.00	129.75	754	.04	38	69	.75	-1.22	N -63.2	-.33	3.9	NM	.75	.6	09-22-89	41507.5	1609.7	1.6	23.98	110.53	0889
NEC Cp (O)	NIPNY	65.13	60.63	60.63	-3.50	-5.46	72.75	60.13	437	.01	34	40	.26	.07	S 33.3	-.25	1.4	NM	.26	.4	09-25-89	22247.4	322.5	1.2	14.99	17.41	0389
Osk inds (N)	OAK	1.25	1.00	1.13	.00	.00	1.75	.88	11,166	1.35	1,341	1,015	.17	-.11	N -100.0	NC	6.5	NE	.00	.0	00-00-00	197.8	12.9	3.1	.47	1.22	1288
Omnicom Grp (O)	OMCM	23.63	22.75	23.38	.25	1.08	26.00	19.63	16,336	6.22	912	1,485	1.81	.23	F 14.6	NC	4.6	12.9	.98	4.2	03-09-90	1007.2	46.8	1.1	4.64	8.29	1288
Pcci Prods (A)	PPI	1.50	1.25	1.25	-.13	-9.09	1.88	.63	210	.59	30	19	-1.61	-.88	Q NE	NC	-19.7	NE	.00	.0	00-00-00	29.0	-5.7	2.0	1.35	2.05	0789
Radiation Syst (O)	RADS	11.63	9.25	11.50	2.00	21.05	12.75	8.88	6,782	12.47	202	617	.63	.11	S 13.6	.4	6.0	16.4	.10	.9	03-26-90	54.9	3.3	4.0	.50	9.62	0689
Reuston Cp (O)	RCOT	3.88	3.25	3.88	.63	19.23	6.25	3.25	39	.19	23	4	.40	.31	N 775.0	NC	2.3	11.1	.00	.0	00-00-00	39.7	.9	5.6	5.43	5.53	1288
RMS Intl (A)	RMS	.44	.25	.44	.06	16.67	2.38	.25	69	.44	13	6	.08	-1.62	N -100.0	NC	.8	NE	.00	.0	00-00-00	11.8	.1	2.1	.51	2.18	1288
Saatchi (N)	SAA	11.63	6.63	6.75	-.63	-8.47	19.50	6.63	17,420	3.34	1,358	1,584	2.44	-.95	S -42.0	22	9.7	5.2	.49	7.3	03-02-90	1457.5	141.8	1.1	3.84	-2.69	0988
Sci-Atlanta (N)	SFA	23.88	20.75	23.63	2.50	11.83	25.13	14.00	8,017	3.50	1,256	729	1.53	.36	S 27.1	NC	6.6	14.0	.16	.7	02-22-90	546.8	36.3	4.0	.11	11.12	0689
Scrty Corp (N)	SNE	55.88	50.75	50.88	-4.25	-7.71	65.75	49.75	2,246	.08	297	204	1.83	.22	N 11.2	13	3.3	23.2	.28	.6	09-22-89	16677.8	549.0	1.3	6.46	26.69	0389
Trans-Lux Cp (A)	TLX	7.63	7.13	7.50	.13	1.69	8.25	6.63	17	.11	12	2	.26	1.25	F NE	NC	1.9	28.8	.12	1.6	03-12-90	20.9	.4	3.1	7.00	9.77	1288
UniDE (O)	UCO	.53	.50	.50	.00	.00	1.56	.41	2,618	6.84	212	238	-.05	-.02	N NE	NC	-4.3	NE	.00	.0	03-31-87	4.7	-.2	2.1	.00	.53	1288
Varian Assoc (N)	VAR	24.75	21.00	24.50	3.25	5.38	28.63	19.88	7,772	3.86	733	707	1.53	-1.04	Q -41.3	NC	2.3	16.6	.26	1.1	04-17-90	1343.2	31.5	1.6	2.75	21.48	0989
Wavetek (O)	WVTK	4.50	4.00	4.38	.38	9.38	5.63	3.63	308	.35	101	28	.10	1.08	Q NE	NC	1.1	25.7	.00	.0	00-00-00	85.2	.9	3.8	.31	6.80	0989
Wegener Cp (O)	WGNR	2.13	1.75	1.88	-.25	-11.76	4.75	1.75	116	.16	107	11	.20	-.14	Q -51.9	NC	4.9	14.4	.00	.0	00-00-00	30.4	1.5	1.9	.59	1.49	0689
Westinghouse (N)	WX	74.88	67.88	74.63	3.88	5.48	76.25	52.38	31,166	2.15	3,001	2,833	6.31	.65	F 11.5	16	7.2	11.8	2.40	3.2	02-05-90	12844.0	922.0	1.1	6.22	26.43	1288
Zenith Elctns (N)	ZE	9.88	7.88	9.88	1.25	14.49	21.13	7.88	10,143	3.79	1,685	922	.20	1.30	S NE	NC	.2	NM	.00	.0	00-00-00	2685.7	5.3	2.0	11.55	18.84	1288

All data are based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

Footnotes:

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter

NA - Not Applicable
NC - Not Calculable

NE - Negative Earnings
NM - No Meaningful Figure

Q - First Quarter
S - First 6 Months

N - First 9 Months
F - Fiscal Year

Data and Table Prepared by Media General Financial Services, Inc., Richmond, Virginia 23219

* High & Low Stock Prices From 02/16/90 - 03/15/90

New tries at re-regulation and "take that" affiliation contracts

CYA

Ad Taxes/Bans—The movement to pop a 5 percent "service tax" onto advertising expenditures took a hit in March when Kentucky Gov. Wallace Wilkinson dropped his proposal for that state.

Elsewhere, governments and "public interest" groups want to outright ban ads pushing tobacco or alcohol products. According to *The Wall Street Journal* in February, the pro-advertising forces are finally adding economic arguments to their First Amendment defenses. According to the Leadership Council on Advertising Issues, eliminating tobacco advertising would force closure of 7,904 newspaper jobs; kill beer—the biggest force behind cable's sports network successes—and wine ads and you kill another 4,232 jobs plus loads of cable and broadcast TV programming. Etc. Etc. The only beneficiary on the sports programming front might be the pay cable networks—that charge cable operators who charge consumers—which conceivably would end up with all the sports fare after it's knocked off the ad-supported media.

Given all the business and Constitutional arguments and ramifications on this issue, one wonders why so many in the media, yes cable too, are so quiet.

- **Related Ad Growth**—ESPN, which 10 years ago signed Anheuser-Busch as its first and life-giving advertiser—March 8 announced that ad agency Young & Rubicam is adding nine of its clients to the list of those joining A-B in sponsoring ESPN's Major League Baseball programming.

- **Re-Regulation**—Threatened is a Senators Hollings and Inouye "Re-reg bill from cable hell." Neither legislator is one you want out of your corner. But maybe they will take the steam away from Sen. Al Gore's sails, which wouldn't be a horrible thing. Now, threats are threats, and don't necessarily lead to direct hits—but they're closer to a direct hit than under the absence of a threat. So there is reason to pay attention, cover yourself and explain the "truth" or at least why the threat should not be upgraded. So it is all well and good—while disastrous for T&E budgets—that the industry jumps on the first flight to Washington. However, while walking the marble hallways of Congress, don't forget to make sure your own backyard is getting mowed and watered regularly.

- **Home Banking**—Citicorp tries it again, last month launching a new, improved and apparently techno-simple home banking system using a fat home telephone with screen called an "enhanced telephone." Assuming the technology works as is stated and consumers love it, Citicorp could fulfill the dreams of many a city cable franchising authority: The ability to easily and at home pay bills, transfer funds, get a loan, review account information, check or change stock market holdings—and even get cash credited to a personal "smart card."

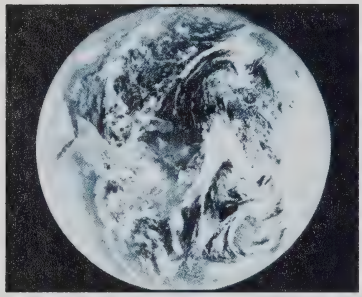
- **Japan Growth**—Europe isn't the only international growth market for media companies—growth of quite large proportions for television. And vendors General Instrument and Scientific-Atlanta, consultants Coaxial International and publishers such as Dow Jones or Hachette may not be the only ones to benefit. ESPN in March (finally) announced that starting April 30 the Japan Sports Channel will be available to the nation's cable TV universe, a population expected to reach 5.1 million households by 1995. Partners in the venture with CapCities/ABC-controlled ESPN are: C. Itoh and Co. (which also is launching a DBS service), NHK Enterprise Co. (NHK is Japan's leading and government-owned broadcaster), Korakuen Stadium Co., Suntory Ltd., Dentsu Inc. (Japan's largest ad agency) and Tokyu Agency Co.

  ESPN and C. Itoh are the managing participants in the venture. ESPN VP International Keno Thomas was named senior managing director. "We expect JSC will be one of the leading foundation networks for the emerging cable TV industry in Japan," said Andrew Brilliant, senior VP and GM of ESPN International. "This partnership helps bring ESPN closer to its goal of being the leading source of sports worldwide."

- **Sports and Politics, Closer to Home**—NBC/Cablevision Systems' SportsChannel networks announced a new one for the San Fran Bay area, immediately signed the major pro teams and just as immediately demanded cable operator carriage with guaranteed sub levels. Two major operators in the area, Viacom and TCI (who also own Pacific Sports Network) were less than enamored with Sports Channel's demands. Publicly, Viacom played "no comment." TCI Executive VP and COO J.C. Sparkman, citing the regionals in general, March 7 issued a press release: TCI will not sign any regional sports network affiliation agreement that either 1) mandates basic tier carriage or 2) mandates any form of guaranteed payment based on a cable system's number of basic subscribers. TCI's interests, Sparkman cited, are preventing the advent of siphoning of local and regional sports programming from broadcast to cable. And giving its customers the right to choose if they want to pay higher rates for a regional sports service that has paid too much for its sports programming. "Take it or leave it" regional affiliation contracts "lead directly to uncontrolled siphoning and higher cable rates for all, and we intend to do all a single cable company can do to stop it," said Sparkman. —*JLF*

Cable Cares

Scholarship set up for slain employee's children



Are we burning down our own house? Earth Day 1990 (April 22) inspires programming like The Discovery Channel's ***Earth****.*

There were a lot of people at Greater Media Cable in Philadelphia shaking their heads and asking, "Why?" on Feb. 18. On that day one of their colleagues was senselessly killed in the streets of south Philadelphia while working his sales route.

It was a random gunshot that violently took the life of James Waycock. The gunman—a mental patient with a stolen revolver—told police, "I just decided when I got up Saturday morning that I was going to kill somebody."

Waycock was 35. He is survived by his wife, a 12-year-old daughter and a 10-year-old son. Greater Media Cable has set up a scholarship fund for his children and asks that any individual or company interested in contributing send checks payable to "Greater Media Cable LP" noting on the memo section of the check, "Attn: Waycock Family Scholarship Fund."

Mail checks to Greater Philadelphia Cablevision, 1351 S. Delaware Ave., Philadelphia, Pa. 19147, Attn: Karen Bradshaw, or for more information, contact Bradshaw at (215) 952-4911.

Earth Day 1990

Way back in the '80s it must have been the underabundance of ozone and the overabundance of procrastination that made many feverishly declare that the Earth's environmental woes were *"The topic of the '90s."* (But let's face it, this stuff isn't going away. It's not just the topic of the '90s but the topic of the rest of the time we plan to spend on the planet.)

It was as if we thought when we woke up on Jan. 1, 1990, we'd all have some global insight into what to do about our years upon years of polluting and pillaging. No such luck. All we woke up with was one horrendous hangover brought on by acid rain and smog and oil spills and garbage dumping and nuclear waste—you get the picture.

A lot of people agree that education is the first step in slowing down what in essence could be our own self-destruction. The cable industry has taken upon itself to be a contributor to that education.

With the 20th anniversary of Earth Day on April 22, several cable programmers are offering specials that hope to raise public consciousness. Included in April programming are SuperStation TBS's *Earth Day 20th Anniversary Special* that was co-produced with the Better World Society. The Discovery Channel debuts *Earth* and *Amazonia: The Road to the End of the Forest* and The Weather Channel takes a can-do attitude by stressing the importance of renewable energy sources in *Within Our Power.*

Another programmer, MTV, launched its global environmental awareness campaign last October with animated spots tagged, "What can I do? . . . More than you think!" It too plans to be involved with Earth Day 1990. When MTV says its environmental awareness program is global, it isn't exaggerating. The campaign is said to reach about 90 million households in over 29 countries.

You could say that it's all well and good that the proverbial public consciousness is going to be raised by this programming, but how about a little action to back up the education? Cable shows commitment to that also—especially at the system level. These systems don't promise to (literally) save the world, just to save a small part of it maybe.

Remember the fires in Yellowstone National Park back in 1988 that made for such an ominous reminder of how quickly forests can be destroyed? Some even said that the fires were the Earth's way of announcing, "It's not nice to fool Mother Nature."

The fires of course are out now and their images don't blaze across the evening news anymore. But Yellowstone was left severely damaged and still is. So, TCI Cablevision of Wyoming recently involved itself in a program to accelerate the forest's recovery process.

Between Feb. 20 and March 20 half of each installation or upgrade fee was put aside to buy tree seedlings to plant in Wyoming's national forests. Although final counts weren't available as of press time, the company's goal was to achieve about 3,600 installations or about 25,000 seedlings planted this spring.

Suburban Cablevision in East Orange, N.J., is another system denying the temptation to crawl into a protective shell to avoid facing problems like endangered species. It donated funds to feed and care for an aldabra tortoise at a local zoo and also distributed packets about animal welfare, endangered species and an adopt-an-animal program for the zoo.

So whether it's a Suburban Cablevision helping to save at least one of an endangered species or an MTV hoping to create awareness among millions of viewers, it's obvious that "the topic of the '90s (and beyond)" is getting fair play on cable. —*LKH*

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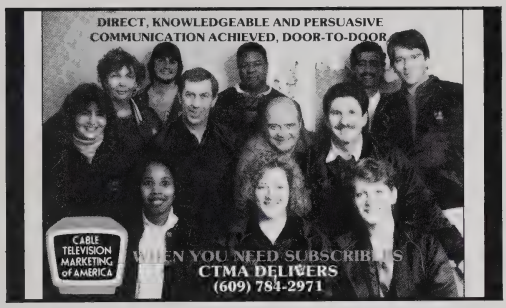

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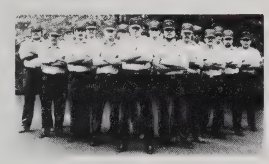

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Specs

Cable-Tec Expo '90: The best investment in technical training

By Rikki T. Lee

Right now, get your hands on a pen and a note pad. Jot down things you wish your technical staff knew (or knew better) how to do, like:

"1) Working with fiber. We plan to upgrade next year.

"2) Using the new test equipment we bought. It's gathering dust.

"3) Writing understandable reports. I can't read engineerish."

When you're finished, turn to your PC and access the tech spreadsheets. OK, what's the training budget? No matter how much, it's not enough to send many techs to many classes to learn the many items you wrote down. So you rely on "free" training from corporate and vendors.

But then, there's the Cable-Tec Expo—that purely technical event sponsored annually by the Society of Cable Television Engineers. The expo's packed with an awesome amount of training under one roof. Leading off with the 14th Annual Engineering Conference, this year's expo lies snuggled between the NCTA and CTAM shows, on June 21-24.

As nationwide shows go, the expo's rather small, with nearly 1,700 expected at the Convention Center in Nashville, Tenn. And although a state gathering, even the Texas Show claimed over 2,000. Yet, while many other shows have stagnated or declined in attendance, the expo has gained at least 200 people each year for the last five of the expo's seven years.

You've not heard much of the expo, so it can't be that important, right? Wrong. It's got the same speakers from the big shows—Chiddix, Elliot, Hranac, Ciciora, etc. And your tech staff knows about the expo; most of them have begged to go, only to have their hopes doused.

You might ask, "So why should my techs go this year?" In that case, refer to the list you just made and start adding to it, as follows:

Begin with speaker Donald Frost, who emphasizes self-motivation. Continue with panel discussions on how to solve problems found from the subscriber tap to the TV set, how to supervise field personnel and how to prepare for the future (with Transmedia's Paul Maxwell moderating).

On the mornings of the next two days, your techs can attend any six of 10 different workshops, such as (yes, put these on your list): how to splice and test fiber, how to better use test equipment, how to calibrate leakage equipment, how to protect the plant from corrosion, how to improve writing skills and how to comply with OSHA and FCC rules.

In the afternoons, the exhibit floor beckons, presenting much of the hardware found at the big shows. With over 230 vendor booths expected, this remains the best opportunity for your techs to get their hands on and learn how to use correctly that equipment you may have just purchased. And what goodies can they pick up at CNBC, ESPN or The Sci-Fi Channel? Sorry, no glitzy programmer booths to interfere with learning.

Now let's talk money; Despite what you've thought, the expo isn't expensive. Until May 18, registration—unchanged since 1986—costs $195 (SCTE member) and $350 (non-member); on-site, everything jumps $40. By the way, it costs just $40 a year to join the Society, which your people can do when they register. And they can sign up for only the expo or only the engineering conference. (To find out how these pre-registration fees stack up against other shows, see the accompanying chart.)

Expo accommodations also won't bust your budget. These range from $59/$69 (single/double room) per day at the Park Plaza Hotel five blocks away to $83/$93 per day at the Stouffer Nashville next door to the Convention Center.

OK, look at your list; lots of things to learn, huh? Chances are, the expo meets most of them, and more. In fact, nowhere else do your techs get as much skills building in such a short time (3½ days). And remember, the expo isn't much ado about egghead, blue sky engineering stuff—it's real-life, day-to-day, hands-on, *cost-efficient* training.

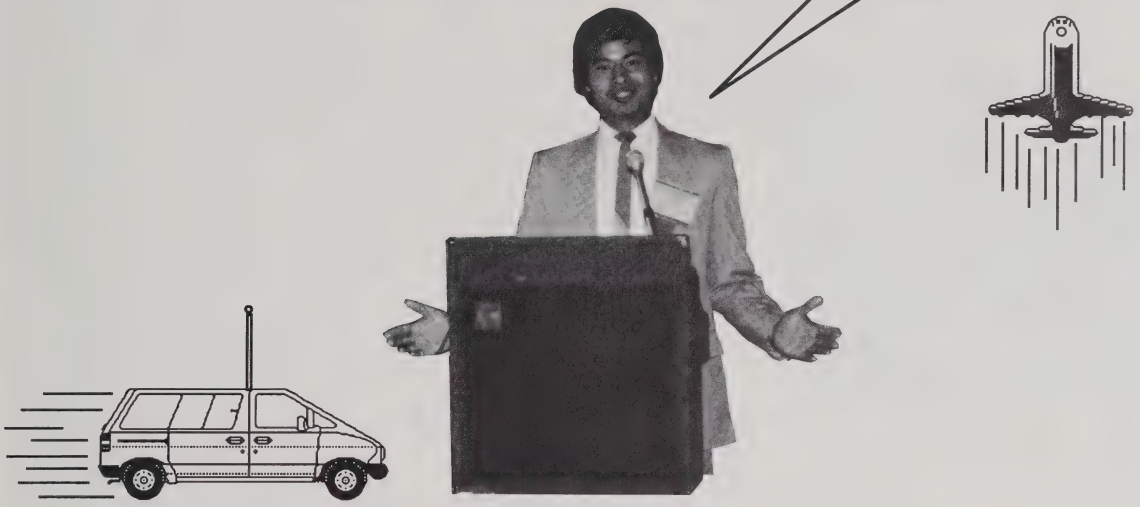
Now put down your magazine, pick up the phone and press the extension of your tech department manager. And ask, "How many of your people would you like to send to the Cable-Tec Expo this year?"

Pre-Registration Rate Comparisons

Event	Member	Non-Member
Atlantic Show*	$215	$255
CAB Show	$330	$475
Cable-Tec Expo	$195	$350
CTAM Show	$498	$698
Eastern Show*	$145	$195
Mid-America Show	$175	$225
NCTA Show	$380	$600
Texas Show	$150	$195
Western Show*	$295	$455
WIC Management Conference*	$450	$550

*1989 rates given; 1990 not available. Others reflect this year's rates.

The FCC has done its part. Now it's up to you!



So says JOHN WONG, Assistant Chief of the Federal Communications Commission's Cable Television Branch, who will be featured in a SPECIAL EDITION of SCTEs SATELLITE TELE-SEMINAR PROGRAM, to be shown APRIL 24TH.

In January 1990, 27,000 CLI forms were mailed to cable operators. This exclusive video presentation provides step-by-step instructions on how to properly and accurately fill out "Form 320." It will also answer many of the questions most commonly asked about the CLI rules.

JOHN IS RIGHT. THE FCC HAS DONE ITS PART. NOW LET HIM HELP YOU DO YOURS.

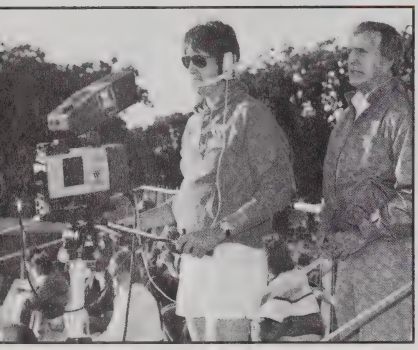
WHEN: Tuesday, April 24, 11 a.m. to 1 p.m. ET
WHERE: Transponder 2 of Galaxy III
HOW: Just downlink, videotape and learn.

(This program will also feature part two of a presentation entitled "Supervisory and Managment Skills" featuring Dr. Bill Brown of Rollins University, as well as a program on the "SCTE Installer Certification Program" with Ralph Haimowitz of the SCTE Staff)

For further information on the Satellite Tele-Seminar Program, contact:
Society of Cable Television Engineers, 669 Exton Commons, Exton, PA 19341, (215) 363-6888

Local Spots

Group W's quality goes upward with mobility



Chicago sportscaster Bill Frink checks camera angles prior to a local high school football game.

Things are really rolling along at Group W Cable of Chicago.

Really rolling. Literally.

With the help of its specially designed remote van, Group W tapes almost 50 percent of its local origination programming "on the road." That amounts to nine hours of its 20-hour committment to original LO.

Nine months after design of the van began, it was ready for action in the fall of 1986. But Group W had special needs to consider before they could become mobile.

First of all, the van had to be able to go almost anywhere, from high school football stadiums to city park auditoriums. It had to be small enough to maneuver under Chicago's viaducts, but large enough to house equipment for quality productions.

The equipment itself was another consideration. They wanted to get the best of everything across the board for what the budget would allow. Capitalizing on economies of scale helped. Group W constructed its studio facilities and van at the same time, so much of the equipment was combined into one purchase package.

Nearly four years later, no major changes or adjustments have been made and all the equipment has held up well. Only the cameras are really showing their age due to heavy, six-day-a-week use. Even though they're low-end broadcast cameras, the quality is still good and with continued maintenance they won't have to be replaced immediately.

The only additions are chip cameras and different monitors and headsets for announcers for increased sports coverage. And, if budget allows, Programming Operations Manager Mike Lehr would like to upgrade from 3/4-inch videotape decks to SP, 1-inch, Beta, or a combination of the three formats.

Without these additions, the total cost for the van was nearly $400,000, although it was valued at over $500,000.

So why was all this green invested in remote capability?

Versatility was one factor. In the interim when Group W didn't have a studio control room, the van could be used, serving a dual purpose.

An expansion of Group W's remote capability is its "pods" system—portable, multicamera units that go anywhere the van can't. This allows them to tape multicamera shows without rolling the truck at places like the penthouse of the Drake Hotel. They're also used when its popular show, *Sig's Celebrity Kitchen*, goes on the road.

Mobility has helped link Group W to the community. Of course, people see the van and crew at stadiums or cruising through the streets. But they go beyond just being visible. Signs are posted in the lobby of the Illinois state building when they are on location taping a show. Notices are handed out to spectators at events telling them when they can see the show. The crew helps with leads when spectators ask about seeing a game; sometimes a sales rep will even attend events. "We're capitalizing on a resource that LO has," says VP of Consumer Affairs Dick Ehlenfeldt. "Not only a resource of creating programming but a resource of creating visibility and generating an atmosphere for sales."

An especially unique community service, developed by Ehlenfeldt and a Chicago alderman, involves an annual safety day where parents are encouraged to bring their children to a Park District auditorium where they are fingerprinted, have dental charts done, etc., with the help of the police, fire department and local hospital.

Group W videotapes the children in four minute segments as they chat about school, summer, where they live, etc. The tapes are given to parents so they have a visual record to give to police and TV stations if the child disappears. The idea originated when a similar videotape helped locate a missing child. They now get requests for this service from other groups and a couple hundred kids participate each time.

In a city like Chicago, Group W knew it had to dazzle viewers to compete with the broadcasters. And they did it by covering football, concerts, ice shows or whatever was going on out in the community. "Now we've been competitive to the point that broadcasters want to do productions with us," says Lehr. The NBC and CBS affiliates want to do programming in conjunction with Group W. They've also become a source for the broadcasters, providing them with highlights of events they've covered and the networks have reciprocated.

In fact, they have been so successful producing quality programming with the van, that a separate unit, Group W Video Productions, was formed. The success and quality of some of its shows attracted regional and national programmers with SportsChannel Chicago, C-SPAN and ESPN buying programs; *Sig's Celebrity Kitchen* airs daily on The Travel Channel. Last year the service made $350,000 in revenue. The truck and crew is also rented out to programmers and local independents.

"We've definitely made our money back on this van," says Lehr. And Group W now has a source of revenue they might not have thought "remotely" possible. —*SLB*

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☐ 6. Microwave or Telephone Company
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☐ 8. Cable TV Component Manufacturer
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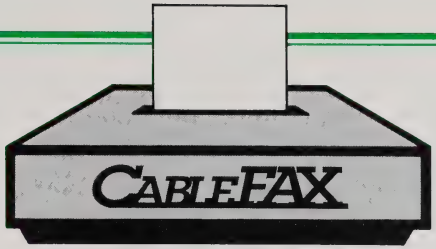

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Hot Takes

HA! launches the laughs this month; Earth Day in the limelight

Gene Trindl/Touchstone Pictures

Laila Robbins stands by her "Innocent Man" Tom Selleck on Cable Video Store.

Hello friends, this is the Church Lady. I understand some viewers out there want comedy. Well isn't that special. Hmmm . . . I wonder where they'll find Mork from Ork, Mary Richards, Lucy and me. Where could it be? Oh, I don't know, could it be—**HA! The TV Comedy Network?** HA! launches laughs this month with *The Mary Tyler Moore Show, Mork and Mindy, The Lucy Show* and episodes of *Saturday Night Live* from 1980 to today, including me, the Church Lady. Other classic sitcoms include *The Bob Newhart Show, Love American Style* and *McHale's Navy*. It will feature its own original programs too. Eeextra special. And it's on 24 hours a day. Isn't that conveeenient?

Somtimes justice isn't always just. Tom Selleck is *An Innocent Man* trapped in a waking nightmare on **Cable Video Store** this month. Serving time for a crime he didn't commit, this normally gentle man must learn to kill if he wants to survive prison and expose the crooked cops who ruined his life.

It's frustrating, messy and exhausting. It's also rewarding, joyous and fun. It's *Parenthood* on **Request** April 15-22. Join the Buckmans as they face Kafka for preschoolers, lost retainers, shaved heads and surprise additions to the family. Steve Martin, Jason Robards, Dianne Weist, Mary Steenburgen, Rick Moranis, Tom Hulce, Martha Plimpton and Kenau Reeves are part of the stellar cast in this warm and hilarious look at the world's toughest job.

USA Network takes viewers to *The Kissing Place* April 15. Now before you get all set for a romance—don't. This is the story of a maniacal woman (Meredith Baxter-Birney) who kidnaps a young boy and, along with her husband (David Ogden Stiers), raises him as her own. Her family fun comes to an end when the boy discovers the truth and escapes, with his kidnappers in hot pursuit.

Alf, Bugs Bunny, the Chimpmunks, Garfield, Teenage Mutant Ninja Turtles, Winnie the Pooh and other cartoon favorites unite in the fight against substance abuse in *Cartoon All-Stars to the Rescue*. This history-making animated special will be simulcast April 21, 10:30-11 a.m., on **The Disney Channel, Nickelodeon, Black Entertainment Television, Univision, Telemundo** and the Big Three networks. Children ages 5 to 11 are encouraged to watch as the all-star cast (most of whom have never before appeared together in the same program) rally to rescue a 14-year-old boy from the dangers of a life with drugs. Not bad for a bunch of toons.

Our comrades at **The Travel Channel** take viewers behind the quickly rusting iron curtain this month with *Moscow Meridian*, a look at the Soviet Union's people, customs and culture. For those who want to see Glasnost in action, TTC will send five lucky couples to Russia, Eastern Europe and Scandanavia for 21 days. Viewers need only send a postcard for the chance at the trip of a lifetime.

The British House of Commons has found a permanent home on **C-SPAN.** Now viewers can watch Prime Minister Margaret Thatcher as she is challenged noisily on government policy by members of Parliament, at 9 p.m. ET every Sunday. —*SLB*

"This Earth is your Earth, this Earth is my Earth . . ." Okay, so that's not *exactly* how the song goes, but the point is that it's the only Earth we have. In recognition of that fact, **April 22 was declared Earth Day 20 years ago.** This month, programmers are doing their part in promotimg greater awareness of environmental issues facing our planet today.

The Learning Channel is airing special programs each Saturday in April, covering topics such as waste disposal, regulation of industries to protect the environment, hazardous waste, global warming, species survival and the effect of man on the oceans and shorelines.

VH-1 is counting down to an Earth Day Weekend, with daily environmental tips and info airing every two hours. Viewers can call a toll number to contribute to Earth Day 1990 and find out how to become more involved. Programming April 20-22 will include musical performances and clips with socially responsible themes, interviews, political commentary and an overview of environmental policy issues.

The Disney Channel honors our four-legged and finned friends in movies and documentaries including *Animals of Africa, Flipper, Benji the Hunted* and *Gift of the Whales*. Earth Week (April 21-28) highlights also include documentaries on Yellowstone Park and special episodes of *Mickey Mouse Club* and *Danger Bay*.

The beauty, mystery and awesome power of the Earth are all examined on National Geographic's *Explorer* (airing April 22, 23 and 28 on **TBS SuperStation**) with segments on earthquakes; deep-sea life in Suruga Bay, Japan; and Sumatran tiger hunting. The final segment introduces viewers to "Grandmother Nature" Mardy Murie, who continues her fight to save pristine areas all over the country at the age of 86. —*SLB*

Candid Cable

President and CEO of United Artists Marvin Jones, VP of Human Resources/Jones Intercable Ron Christensen and Denver Mayor Federico Pena attended a recent luncheon in Denver to launch the cable industry's intensified outreach program for a more diverse workforce. The luncheon was sponsored by eleven Denver-area cable operating and programming companies, by the Walter Kaitz Foundation and the Colorado Chapter of Minorities in Cable.

Anixter's golf pairing reception during the Texas show provides time for Texscan's Ray Pastie, Texas Cable Association President Bill Arnold and cable operator Wayne McKinney to catch up on old times.

A fundraising record of $675,000 was set recently when Gene Schneider received the National Jewish Center Humanitarian Award in Denver. Over 1,000 people attended the gala 1940s/WWII style benefit for the National Jewish Center for Immunology and Respiratory Medicine, one of the nation's leading research and treatment centers for tuberculosis, asthma and allergies. Schneider, a cable pioneer, was recognized for his long-time commitment to Denver Community projects and for maintaining a record as one of cable's leading advocates of innovative family programing.

Top to bottom. Gene and Louise Schneider. Mr. and Mrs. Gene Robinson, Mr. and Mrs. Gordy Halverson all of Anixter and MSO publisher Paul Levine. Bob Russo of Daniels & Associates, and Paul Levine salute cable.

Done Deals

ESPN gets first bite on new NFL package

ing 630,000 subscribers in 15 states; Columbia International serves 190,000 subs in Michigan, Virginia, Oregon, Washington and Nevada . . . **MTV Europe** added 20,000 subs in Czechoslovakia and 5,000 in Poland. These subs are *Astra* home dish owners and will receive MTV via satellite . . . **Prevue Guide** surpassed the 15 million subscriber mark earlier this year and added a record number of systems as it reached the second anniversary of its launch in 1988. *Adelphia* added Prevue to 16 of its systems.

Digital Radio Laboratories reached an agreement in principle with an investor group to provide $6 million in equity financing for DRL's Digital Radio Channel. The investment group is headed by **Orien Ventures** (a Vista Group affiliate), **InterVen Partners** and a **North American Philips Corp.** investment fund managed by **Vista Group.** The Digital Radio Channel is scheduled to launch the second quarter of this year and has test commitments from MSOs representing over 8 million basic subs.

ESPN announced a 14-cents-per-subscriber surcharge for the first season of its recently renewed National Football League package. The fee will increase to 15, 16 and 17 cents in successive years of the four-year NFL agreement (1990-1993). The first network affiliate to agree to carry the new package was *Century Cable Communications* in New Canaan, Conn . . . **The Learning Channel** and the *National Cable Television Cooperative* completed a long-term master affiliation agreement covering participating NCTC member companies in which they will add as much as 650,000 TLC subs over a four-year period . . . **Mizlou Communications** reached agreements with both *TeleCable Corp.* and *Columbia International* to distribute Mizlou's Sports News Network, which launched nationally last February. TeleCable is the nation's 20th largest MSO, serv-

Cox Cable Communications purchased **Pioneer** BA-6000 series addressable converters and an M3P addressable controller for its University City cable operation in Gainesville, Fla. The BA-6000 is compatible with Oak, Jerrold, Hamlin, Regency and Sylvania scrambling methods. The M3P is capable of managing up to 2 million subs and scheduling 999 pay-per-view events . . . *The Arbitron Co.* signed an exclusive agreement with France's **Telemetric S.A.** to buy its Motivac passive TV peoplemeters to measure U.S. TV audience viewing. Arbitron will pay approximately $150 million for up to 36,000 meters that will be delivered over a six-year period. —*LKH*

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The Magazine for Cable System Operations

A Transmedia Publication

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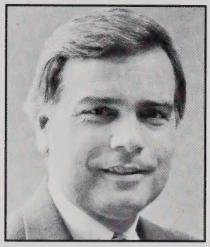


Politics

Tough Love?

By Patrick J. Gushman

Not this time. Although it may have been true once that Congress' stern yet benevolent posture toward the cable TV was because of the legislative body's sincere hope that the adolescent industry would succeed in altering the balance of media power, no longer. As has been said so many times, cable has become a victim of its own success.

The circulation of Senate staff language constituting a "near worst-case-scenario" or "The Bill from Hell," as it has been described, is by no means "compromise legislation" but only the beginning of what, cable hopes, will follow the path of the classic political compromise process.

As has been reported everywhere, the language circulated last month would, among other things, change effective competition standards to that that is more direct rather than a few off-air signals, loosen reins on programming, put the FCC back in the rate regulation game, regulate tiering and control various forms of integration, and put the local franchise authorities back in business should they be up to accepting some federal benchmarks as well as the task itself.

By getting the staff language out the crafty pols, including Sens. Hollings, Inouye, Danforth and Gore, can get the process moving yet still maintain distance from that that could prove too hot to handle. This approach is taken quite often on Capitol Hill where, just as in some business cultures, the staff is paid to take the heat. And, when the issues are as volatile as some of these, there's a lot of heat.

Where there's a way, there's a will. If there's not a way, there's an out.

Also, much significance is being attached to the fact that Sen. Hollings played a major role in seeing that this process got moving. And well there should be. After all, we've been entertained for years by colleagues' amateur impersonations of the archetypal Southern gentleman's style and wit, not to mention the real thing.

Who can forget Chicago in '78 when he intoned his famous, "We're going to let this cable TV run *freeeee* for awhile."

Could it be that in Holling's mind that while is now up? More likely, it was up some time ago. We sometimes tend to forget that during those years that the Cable Act was being thrashed out, we were also in the first term of the Reagan Revolution. For four short years there was a reversal of majority power in the Senate and Hollings, as the once and future chairman of the communications subcommittee, found himself briefly in the unusual position of being the loyal opposition.

Hollings wore it well, however. He played the devil's advocate and used his staff judiciously to prevent the majority from going too far overboard. And, whether they would admit it today or not, his democratic colleagues in the House who hadn't had power wrested from them by the voters paid heed and implemented some of his agenda.

Now, as chairman of the full Commerce Committee, Hollings not only wields serious power, he has considerable responsibility. In effect, he is the CEO of the committee and must keep things moving. He can ill afford for his subcommittees to get bogged down and not stay on schedule, as it were, especially if full committee business is affected. This, of course, is to suggest that his tactic in getting the staff language released had as much to do with the process as policy. It certainly does. But, one does not minimize the other.

"Rad" and "awesome" are *out*. But, as the kids would say, "Hollings rules." Or, put still another way, "Fritz *knows* legislation; and, Fritz *knows* media politics." That's why every down or every inning on this one must be played to the max. This one won't be like the NBA where only the last few minutes count. Otherwise, no one would need to show up until next October or November.

And, lest anyone be fooled by the term "compromise" as tagged to this draft, so far the word can only apply in the biblical sense. The good news is cable isn't the only group unhappy; but, that doesn't make it a compromise.

From this starting point, broadcasters don't appear to be getting the whole ball of must-carry wax they're seeking plus they get locked in on channel positioning. And, telcos' future in the video dial tone business remains limited at least to common carrier status.

Uh, oh. What if it *is* true? What if we *are* known by the company we keep?

Outtakes

A hard rain's a 'gonna fall?

Born on the 4th of July is one hell of an intense movie.

It brought back a lot of Saigon and "in-country" memories—and that long ago pain of coming home and being "anti-war."

But the best part of it is the resurrection of Bob Dylan's cautionary song about nuclear war sung by Edie Brickell and the New Bohemians (worth the price of the CD—and you get the Belfast Cowboy, Van Morrison, singing *Brown-Eyed Girl,* plus Don McLean's *American Pie!*).

As I listened to Edie Brickell the other day while reading some inflammatory analyst's prose about DBS, it suddenly seemed prophetic.

Certainly it's rained hard on the stock values of cable companies lately (***MSO,*** "Portfolio," March 1990).

But not without reason. Good reason(s).

To wit:

- An FCC commissioner, to remain un-named, told a cable executive the other day: "You built your business on the backs of broadcasters . . . next time it's your turn." The commissioner was saying: cable-funded and backed programming is going to be forced to make itself available to every distribution medium, no matter what.

(That, of course, was going to happen anyway—that's what the "C" and "Ku" deals are all about, really.)

- In the Senate, its downright getting hot.

From Danforth to Inouye to Hollings to Gore (or was it the other way around?). Cable is going to find itself losing everything gained in 1984. Congress is about to try to completely dismantle the Cable Act of 1984.

Was it too much of a good thing for our cable business?

Did too many take too much advantage?

Well, maybe.

But the bill that will be introduced, as it now stands, will systematically take away all the hard work Trygve Myhren (who chaired the tough NCTA board meeting that hammered out the industry position—despite what other "cable" magazines might tell you), Ed Allen, Bob Miron, John Goddard, John Malone, Jim Mooney and others put into removing the constraints of the past. Nevertheless, the bill will:

- fully re-regulate the cable business at all levels—the FCC will have primary responsibility and will set a "floor" of regulations that "qualified" cities, states and other powers may "improve upon" at local levels.
- roll back broadcast channel positions to 1985 placements. (I know a number of over-the-air guys want this, but please explain to me how it "helps" to promote Channel 20 if it is also on Channel 10? Shouldn't the FCC mandate "same channel" placement?)
- franchise renewals move from a sure thing to a re-franchising process. (Will Congress do the same for TV and radio?)

So, for the cable business, I'll quote from The Weather Channel this morning: Increasing clouds . . . 80 percent chance of hard rain with serious thunderstorms. It's a 'gonna fall.

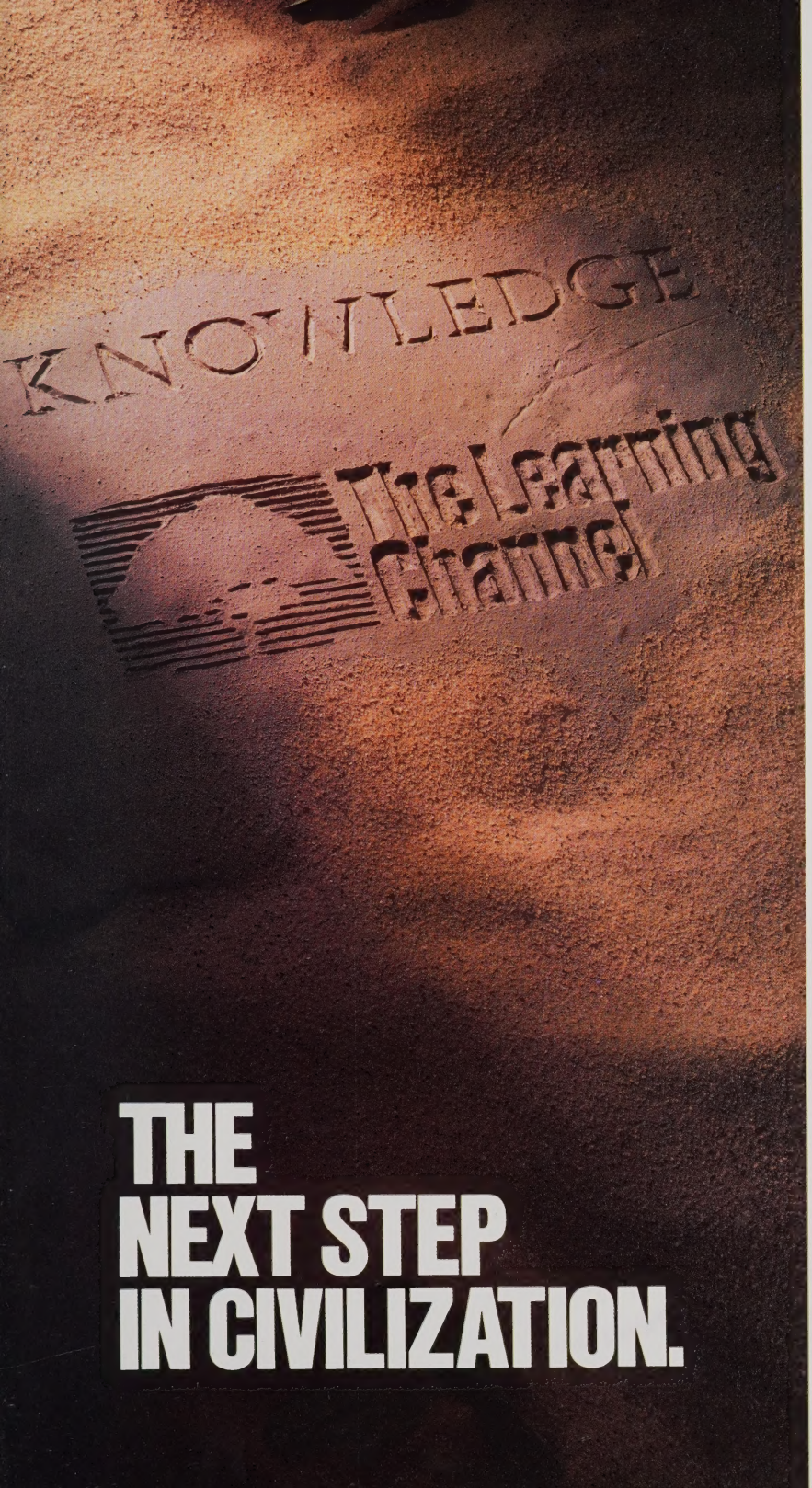
Trouble is, it won't fall just on the heads of the cable operators (and stockholders).

The really hard rain is going to fall on Hollywood and anyone with an idea for a new network.

What Washington (and the MPAA!) misses is the fact that only cable could and would fund all of these new networks we watch!

Without "full" basic cable, there simply won't be any new channels anymore. Pity. —*PSM*

Military uniforms and fashions of the 40s was the theme at a recent benefit honoring Gene Schneider, accompanied by his wife Louise and flanked by Paul Levine (l) and Paul Maxwell.



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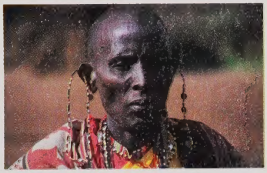

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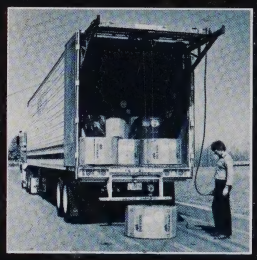

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